

Chemist & Druggist

Benn »

JUNE 21 1975

THE NEWSWEEKLY FOR PHARMACY

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pharmacists**

**Inflation and
pharmacy
management**

**Industry
workshops**



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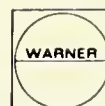
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Chemist Only Products**

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Chemist & Druggist

The newsworthy for pharmacy

21 June 1975 Vol. 203 No. 4969

116th year of publication

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Comment

A high price

A long explanation of Council's position on branch boundaries, together with the reasons for the hurried imposition of changes, has been sent to Pharmaceutical Society branch secretaries by Mr D. F. Lewis, secretary and registrar (page 813). There is a temptation to have sympathy with Council—Regional Health Authorities were being given post-graduate education responsibilities; thus Society regions should be made conterminous (they were the Society's course organisers after all, but the NHS would now pay for most of those attending); thus the branches should be reorganised to make them conterminous with the regions. QED!

Unfortunately the consequences and effects on the branches were not thoroughly thought through. The only justification for change at the branch level would have been tangible *improvement* in member participation and representation. Nowhere have we seen a reasoned case that that will result.

As we have said before, the consultative machinery for the profession in the new NHS is already complex—competitive even—and many Society branch activists will already be involved wearing one or more other "hats". Any harm done to branch activities and morale will be a high price to pay for administrative convenience in relation only to postgraduate education.

Through insufficient thought and foresight Council has created its own difficulties and it is therefore Council's responsibility to provide leadership in finding the solutions.

Legislation problems

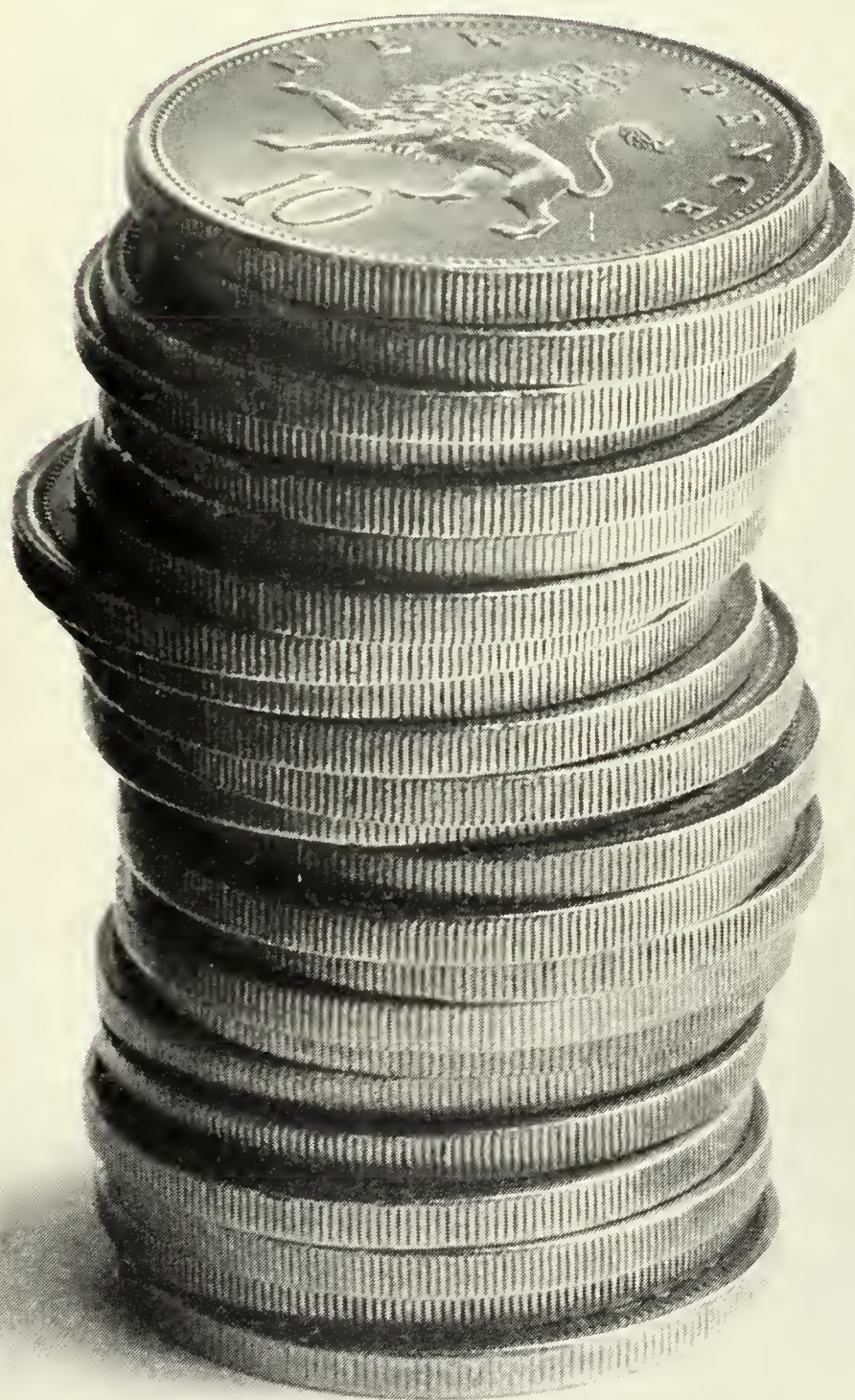
Having now become fully committed to the European Economic Community, the pharmaceutical industry will have to take in their stride "a spate of legislation emanating from Brussels". That, said Mr C. C. B. Stevens, immediate past-president, Pharmaceutical Society of Great Britain, last week (p829), would be in addition to meeting the new and somewhat onerous tasks set by the Medicines Act and other UK legislation.

Last week's "workshops" gave an opportunity for the first time for industrial pharmacists to get round a table and discuss like problems that face them now and study the future so far as that is possible.

From the remarks made by the chairmen of the groups afterwards, it seems that few, if any, of those present were satisfied with the regulations they had to meet. On the other hand, the Department of Health was not happy about certain aspects either—the data sheets for instance. For that matter industry was thoroughly dissatisfied at having the burden not only of their compilation, but of their distribution to the doctors.

Clearly, the complexity of today's legislation is causing many headaches for the pharmaceutical industry—an industry which seems destined forever to have to cope with answering political charges of monopoly and profiteering.

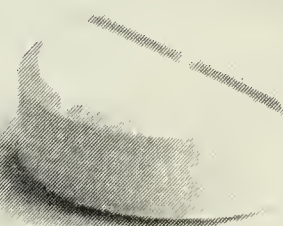
24 reasons for dispensing Larodopa



The first twenty-three are money: 23 x 10p = £2.30 — the amount you save on every 200 tablets dispensed compared with the most expensive brand. In fact, Larodopa is the most economical *and* most frequently prescribed brand of levodopa tablets.

The twenty-fourth reason is that Larodopa is available as double-scored, 500mg tablets only. So one strength will fill all your levodopa tablet prescriptions and simplify your storage problems.

Larodopa
Levodopa at the lowest price



Further information is available on request. Roche Products Limited, 15 Manchester Square, London W1M 6AP J470027
Larodopa is the trade mark for Roche pharmaceutical preparations containing levodopa.

Pharmacists gain OBE in Birthday Honours

Two pharmacists—Mr A. Roxburgh, FPS, and Mr E. V. Thomas, FPS—were awarded OBEs in the Birthday Honours list last week.

Mr Roxburgh, who qualified in 1935, is chief administrative pharmaceutical officer, Greater Glasgow Health Board. He was a member of the Pharmaceutical Society's Council 1971-74 and has been on the Society's Scottish Executive since 1960, being chairman 1968-71. Mr Thomas retired at the end of last year as managing director, May & Baker Ltd. He qualified in 1932 and spent 40 years working for the company, starting as a medical representative and, after holding positions of increasing responsibility, he was made managing director in 1972.

Other honours

Other honours included—Knight Bachelor: Mr G. S. Bishop, chairman, Booker McConnell Ltd; Mr S. P. King, chairman, Trent Regional Health Authority; and Colonel W. A. Lee, chairman, Northern Regional Health Authority. KCB: Dr H. Yellowlees, chief medical officer, Department of Health. CB: Mr F. W. Graves-Smith, deputy director general, Office of Fair Trading. CBE: Mr G. J. Roberts, chairman, Northamptonshire Area Health Authority; Mr G. H. Weston, regional administrator, North West Thames Regional Health Authority; and Mr M. J. C. Hutton-Wilson, lately deputy chairman, Albright & Wilson Ltd.

OBE: Mr E. L. Archer, director of personnel, Boots Co Ltd; Mr W. F. J. Cuthbertson, director, Glaxo Research Co Ltd; Mr W. J. B. Groves, area adminis-

trator, Wirral Area Health Authority; and Mr T. A. J. Tagg, treasurer, Warwickshire Area Health Authority. MBE: Mr F. C. Parr, district administrator, Burnley District, Lancashire Area Health Authority; Mr R. W. Paton, district administrator, Dundee District, Tayside Health Board; and Mr H. H. Yates, director of sales overseas, export division, Reckitt & Colman (Overseas) Ltd.

Branch boundaries: pledge by Council

The Council of the Pharmaceutical Society will still consider the views of any branch which believes that revision of its boundaries will seriously affect the way in which it can serve members in the area. That pledge is made in a letter from the secretary and registrar, Mr D. F. Lewis, to branch secretaries following the annual meeting resolution calling on Council to consult with and reconsider the position of branches adversely affected by the boundary changes.

However, Mr Lewis restates the reasons for Council's policy on conterminosity, particularly those relating to collaboration and negotiation at local level between different aspects of the profession, the National Health Service and possible allied health professions.

Mr Lewis hopes any further representations from branches will be made immediately "so that we can enter next session with a settled branch organisation." Where there are negotiations, the views of neighbouring branches will be

sought—Council has found that the views are not always shared, which is one reason why implementation of the changes was not delayed by contacting again branches whose views had not been accepted by the Council.

Seven fewer pharmacies in Ulster

Some 533 general practice pharmacists provided NHS dispensing from 573 premises in Ulster during 1974, according to the annual report of Northern Ireland Health Services Central Services Agency just published. This is a reduction of seven pharmacies and seven premises from the 1973 figure.

Seven appliance contractors dispensed from seven premises, and a total of 55 doctors from 39 practices dispensed for some 53,528 people. The number of prescriptions dispensed by chemists and appliance suppliers totalled 11,206,762 in 1974—an increase of more than 1,400,000 over 1973—at a total cost of £12,470,745 (£1.11 per prescription). Some 7.3m prescriptions were exempt charges.

The Agency is required to prepare a drug and appliance testing scheme, and this is expected to be arranged by the new pharmaceutical officer, Mr R. G. P. MacMullan, who was appointed from January this year.

Half fail BP standards in NZ aspirin tests

Less than half of 58 preparations of aspirin tablets conformed with British Pharmacopoeia standards when tested recently in New Zealand.

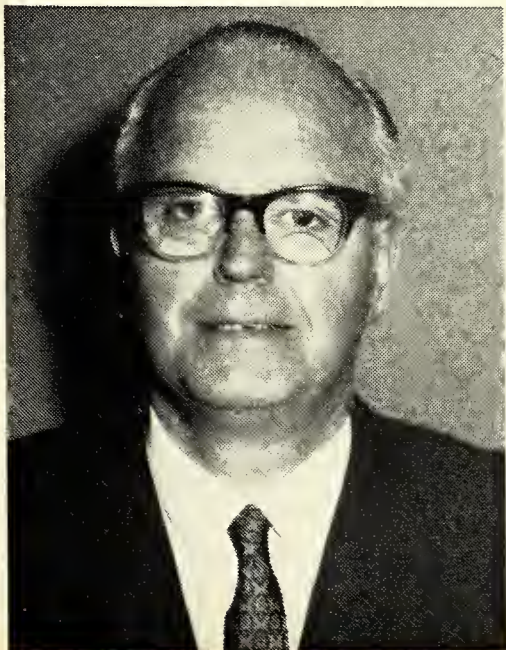
The tests, undertaken by the New Zealand Department of Scientific and Industrial Research because of consumer complaints, covered plain, soluble, enteric-coated and compound aspirin tablets. Some 28 preparations conformed to the standards, while 17 did not and 13 failed on "minor" points. A breakdown of the failures in different tests showed that 16 preparations did not comply with purity requirements. 14 failed on outer appearance and 9 on unsatisfactory batch identification, five failed disintegration tests, one did not contain the number of tablets stated and one was from an anonymous manufacturer.

Although all the samples contained the stated amounts of acetylsalicylic acid within the BP limits, signs of decomposition were "most common". Frequently tablets were found to be broken, chipped or pitted and excessive amounts of fragments and dust were present.

'Pharmacist would reject'

The editor of the Department's report, Dr W. J. Passl, was quoted by the *New Zealand Pharmaceutical Journal* as stating that distribution through outlets other than pharmacies "appears to be far from ideal. An improvement would be expected if aspirin tablets had to pass through the hands of a competent authority before they are received by the patient. A pharmacist would reject inferior products, besides taking care of correct storage conditions, not to mention his providing advice about proper medication."

Mr A. Roxburgh



Mr E. V. Thomas



Co-op pharmacies offer redeemable tokens

Coloured tokens are now being offered by Co-operative pharmacies and drug stores to regular customers who would then redeem them for specified toiletries.

Three different coloured tokens are being offered in two-week periods June 9-July 19 to customers who spend £1 or more in the stores. When all three tokens—pink, blue and green—have been collected, the customer can send away for a voucher entitling her to each of a Sunsilk shampoo (80 ec size), Sure anti perspirant (100g) and Gibbs SR toothpaste (30cc).

Although an advertisement for the promotion in the *Daily Mirror* last week did not so state, a spokesman for the Co-operative pharmacies told *C&D* that the promotion applied to all products *except* medicines. This was made clear on all other promotional material.

Mrs Knights' closures Bill gets another chance

Unless agreed standards for child-resistant containers (CRCs) are laid down by law, some containers will be poor, and unless the Government passes legislation to require CRCs to be adopted for all potentially dangerous medicines, "all sorts of *soi-disant*, do-it-yourself CRC may be used", Mrs Jill Knight warned in the House of Commons last week.

Mrs Knight was given leave to introduce her Bill "to provide protection for young children against the dangers inherent in medicinal substances". Second reading is scheduled for July 11 but, as with Mrs Knight's two previous attempts, it stands little chance of becoming law.

The Government had stone-walled on a Bill to tackle accidental child poisoning, but if things could be done under existing legislation why had that not happened? asked Mrs Knight. She welcomed the Government's questioning of the Medicines Commission report, its rejection of strip- and blister-packs as a solution, and its proposals on aspirin and paracetamol packaging. But why had the Government stopped so far short of covering all dangerous medicines? Mrs Knight singled out oral contraceptives and cough syrup—"some contain enough soporifics and anti-histamines to pole-axe any tot who swigs the whole bottle. The flavour is often so good that the tiny tot is encouraged to drink it." No liquid medicines were covered—why did the Government not insist on warning labels? That could be done at once with no expense at all."

Making a plea for CRC standards, Mrs Knight said the chemical and packaging industries knew they would soon be required in all countries—and they wanted

to export. Some firms were adopting their own. "Already some cheap copies of American caps, which do not meet American safety standards, have been introduced over here. A hotch-potch of differing closures, some effective and some not, could have very dangerous implications."

Small shopkeepers' VAT payment proposals

The National Federation of Self Employed have called off a threatened VAT boycott, following a meeting with the Treasury.

The Federation had instructed members to withhold payment of VAT after July 1 unless the Government was prepared to reconsider the "special case" of the self-employed and small businesses.

After a meeting with Dr Mark Hughes, Parliamentary Private Secretary to the Treasury, last week, the federation is to submit proposals to deal with the problems that collection of VAT creates for the self-employed.

Dr Hughes said on Monday that there were two ideas to be discussed with the Customs and Excise and, probably, the Inland Revenue.

"The first is that there should be an option open to all small traders with a limit of a certain throughput—say £25,000 a year—to be allowed to pay VAT on a composite or weighted average of their VAT liability over the various VAT rates." This would simplify book-keeping and accountancy, bearing in mind the different and complex rates of VAT.

"Second, payment of VAT should be made annually. However, firms would pay in advance regular amounts on account by bankers order or similar method. The Customs and Excise, it is proposed, would at the end of the year make an adjustment for over-payment or under-payment."

□ A Berwickshire chemist, Mr J. J. Shaw, Church Street, Eyemouth, is so annoyed about the time taken to work out VAT returns that he has sent a bill for £154.99 for his time to the Chancellor of the Exchequer. Mr Shaw details work over the last two years, including entering 1,160 invoices. Mr Shaw told *C&D* that he was aware of the Customs and Excise ruling (last week, p792) but felt he must show them the amount of time and expense he had to spend on VAT—Editor.

Revlon granted injunction

Revlon (Suisse) SA, Zurich, and the British company Revlon Overseas Corporation were granted a perpetual injunction in the High Court on Tuesday restraining two Leicester traders from

infringing the trade mark Charlie or passing off their goods for those of Revlon by use of the trade mark.

Mr. Justice Oliver, giving judgment by consent, also ordered the traders—Mr R. Speller and Mrs G. Speller, Exquisite Cosmetics, 122 Granby Street, Leicester—to give an account of any profits from sales under the trade mark from which compensation can be assessed.

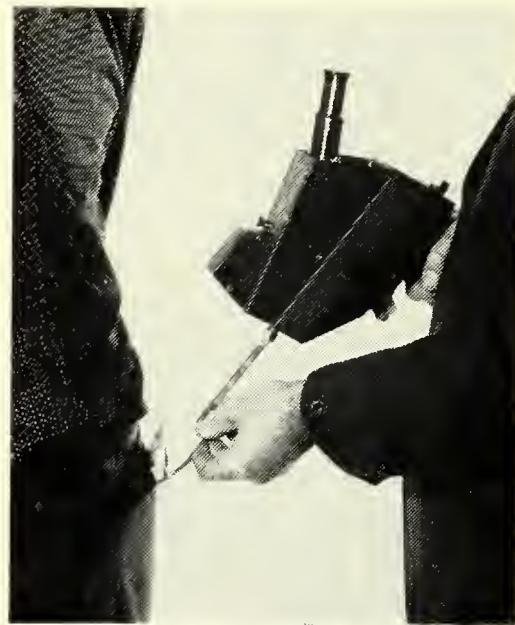
The judge was told by counsel: "The defendants have put out a perfume spray which is not a proper Charlie". Amid laughter, the judge replied: "That is inexcusable".

Statutory Committee three-day hearing

The Pharmaceutical Society's Statutory Committee, which has another three-day hearing July 8-10, is to inquire into an allegation that a pharmacist whilst in charge of various pharmacies "appears to have put the public at risk and brought the profession into disrepute." Among four other new cases to be heard, three relate to offences under the Theft Act and one under the Misuse of Drugs Act. The Committee will resume six inquiries previously adjourned.

C&D printing, delivery

An industrial dispute in the printing industry may cause some items to appear out of their customary position in the issue; delivery may also be delayed. Advertisers and contributors are asked to treat latest copy times as advanced by 24-hours until the dispute is settled.



Seen in action above is the latest unit for routine screening for cannabis. The "cannabis detector", made by Analytical Instruments Ltd, Green Lane, Fowlmere, near Royston, Herts, is the culmination of a joint development programme between the company and the Home Office. It is said to require a minimum of operator training and maintenance and is designed for use as a screening aid by police, Customs, social services and educational personnel.

Poisons List: proposed revision

In anticipation of the Medicines Act 1968 coming into full operation and the Poisons Act 1972 coming into force, the Poisons Board has recommended to the Secretary of State the following amendments to the Poisons List for the purposes of the 1972 Act

Substances currently in Part I of the List which are either medicines or drugs controlled under the Misuse of Drugs Act 1971, or substances which the Board believes are not available to the public in a non-medical form, are to be deleted from Part I.

Antimony chlorides, antimonates and antimonites to be deleted from Part I.

Arsenic and all its compounds not at present controlled under the Pharmacy and Poisons Act 1933 to be added to Part I. Alkali fluorides at present included in Part I of the Poisons List to be transferred to Part II.

The Poisons Board, having recommended what substances should comprise Part I of the Poisons List under the Poisons Act 1972 (listed below) is now considering consequent amendments to the Poisons Rules and its Schedules. A further notice will be issued when the Board has made its recommendations on the Rules.

The Secretary of State will be considering making a Statutory Instrument to implement the proposed changes in the Poisons List. Any objections of observations should be sent by August 4, 1975, to the Under-secretary of State, Home Office (Drugs Branch), Room 215, Romney House, Marsham Street, London SW1P 3DY.

The revised PI list

The substances recommended for retention in Part I of the Poisons List for the purposes of the Poisons Act 1972 are:

Aluminium phosphide
Arsenic; its compounds, except those specified in Part II of the Poisons List
Barium, salts of, other than barium sulphate and the salts of barium specified in Part II of the Poisons List
Bromomethane
Chloropicrin
Fluoroacetamide
Fluoroacetanilide
Hydrocyanic acid; cyanides, other than ferrocyanides and ferricyanides
Lead acetates; compounds of lead with acids from fixed oils
Mercury, oxides of; nitrates of mercury; mercuric ammonium chlorides; potassium mercuric iodides; organic compounds of mercury which contain a methyl (CH_3) group directly linked to the mercury atom; mercuric oxycyanides; mercuric thiocyanate
Monofluoroacetic acid; its salts

Continued in next column

Mr Tony Kershaw (right), director of the National Consumer Council, presented a Distributive Training Award to Mr Brian Kerner, MPS, managing director, Underwoods (Cash Chemists) Ltd, last week. It was the first time the Award, announced last month (*C&D*, May 3, p589), had been received by a pharmacy multiple



Young suffer most from colds and influenza

Even during last winter—comparatively mild by British standards—some 58 per cent of adults suffered from either a cold/influenza or a cough/sore throat according to a report published this month by Mintel.

Reviewing the market for cough and cold remedies, the report also found that the cold/influenza type of ailment was more prevalent than coughs or sore throats. Contrary to what might be expected, but confirmed by other research, it appeared that those under 34 suffered most, the incidence of colds/influenza particularly high in the 15-19 age group.

On the analgesic products available, the report states that about 25 per cent of the analgesics market is aimed specifically at the treatment of colds, that sector alone being worth around £4m at rsp in 1974. Among such analgesics Beecham's Powders with a 41 per cent market share, is still the most important, followed by Lem-sip (29 per cent), the bulk of the remainder taken up by Beecham's Powders & Hot Lemon and Beecham's Powder tablets. "Hot lemon" products were estimated to be worth around £2-£2½m at rsp.

Liquid cough mixtures are estimated to be worth £11m-£12m at rsp, with 60 per cent being accounted for by products only obtainable on prescription. With OTC "ethicals" representing 15 per cent of total sales, the proprietary market is left with about 25 per cent worth around £3m. Brand leaders in proprietaries are said to be Venos (15 per cent) and Famel (14 per cent), and the Sanitas group is reputed to be the largest single company.

Oxalic acid

Phenols (any member of the series of phenols of which the first member is phenol and of which the molecular composition varies from member to member by one atom of carbon and two atoms of hydrogen) except in substances containing less than sixty per cent, weight in weight, of phenols; compounds of phenol with a metal, except in substances containing less than the equivalent of sixty per cent, weight in weight, of phenols

Phosphorus, yellow

Strychnine; its quaternary compounds; any salt, simple or complex, of it
Thallium, salts of

accounting for almost 20 per cent of sales. Parke Davis' Benylin range is estimated to account for about one-third of all OTC cough medicines, with Benylin Expectorant alone probably accounting for about one quarter.

On lozenges, pastilles and medicated sweets, the proprietary market is estimated to be £6½m-£7½m with perhaps two-thirds outside of chemists. OTC "ethicals" could account for a further £2m. Decongestants "is still a comparatively small market" worth about £2m. The major brand in the vapour rubs and inhalants market (£1½m-£2m) is said to be Vick.

Advertising expenditure on the products up to December 1974 is put by Mintel at almost £3.5m, split roughly 55:45 between cold remedies and cough/throat treatments; television attracted just under £2.75m in 1974. A further £240,000 was spent on advertising asthma, hay fever and catarrh products. On the future, Mintel is predicting that night-time decongestants of the "Night Nurse" type may be the next boom area.

Skin care market

Another report in the same issue deals with skin care products. Some £30m was spent on such products last year—an increase of 17 per cent on 1973. Skin foods and moisturisers (£10m) account for one-third of the market, with an estimated 61 per cent of women using moisturisers regularly compared with 31 per cent using skin nourishers. Hand lotions are bought by over 75 per cent of women and girls over 12, and well over 80 per cent of housewives are users of a hand lotion or cream.

Mintel reports "some dramatic changes" in the fortunes of the different segments of the market during 1974. Skin foods and moisturisers, "now one of the most dynamic segments", increased their share of the market by 29 per cent as compared with 1973. Cold cleansing creams over the same period were up 22 per cent, astringents 38 per cent, body lotions 7 per cent, and foundation creams 7 per cent. The market for hand lotions and all-purpose creams, however, "has remained fairly static".

Mintel, published by MacLaren Group, Davis House, Croydon.

Our best selling Ostermilk



now has a serious rival.

Low-solute milks are now the growth sector in the baby milk market.

Ostermilk Complete Formula, our new low-solute milk, is already the fastest growing baby milk-food in the country.

New formula.

Babies on this new milk-food are more contented, fewer suffer from severe wind and they are much less likely to get nappy rash.

Now in many hospitals.

The number of hospitals using the ready-prepared version of our new milk—Ostermilk Ready-to-Feed milk-food for babies—goes up every month. So more and more mothers will be asking for Ostermilk Complete Formula when they come out of hospital.

Big promotion.

The new Ostermilk has already been welcomed by the medical profession. And it is being widely advertised to mothers. So make sure you have it in stock.

Can be recommended for all babies.

Ostermilk Complete Formula is suitable for all babies from their first feed—right through the first year. So you can recommend it to everyone with complete confidence.

**Ostermilk
Complete Formula for
contented babies.**
from Glaxo-Farley Foods.

People

Professor Edith Penrose professor of economics, London University, has been appointed a member of the Medicines Commission.

Dr Penrose recently served the Monopolies Commission as an economic consultant and was a member of the Sainsbury Committee which inquired into the relationship of the pharmaceutical industry with the National Health Service.

Mr Ray Grainger has been appointed to the new position of director in charge of the company operations directorate within the Chemical Industries Association. He will handle UK company operations previously handled by CIA deputy director general and trade affairs director, Mr Herbert Vallender. Mr Vallender was appointed chairman of the European Council of Chemical Manufacturers' Federation in April, and will now be devoting more time to his European commitments. Mr. John Bradshaw has been appointed executive officer in the external relations directorate of the Association.

Mr A. Roe, director and manager of Kodak marketing division retires from the company in July, after forty years' service.

"John" Roe began his career with Kodak as a salesman in the former Kingsway, London cine shop in 1935. Later he worked in a number of marketing and sales service areas of the company, until in 1954 he became manager of the Kodak wholesale branch at Ruislip. In 1968 he became marketing manager and in the following year was appointed to the board of directors and became director of marketing.

Mr W. J. Parsons, winner of the first R. P. Scherer award presented his paper "The Investigation and Control of Particulate Contamination in the Manufacture of Small Volume Multi-dose Parental Solutions" at 17 Bloomsbury Square, London, on June 11 (see also p829).

One of the judges of the papers submitted for the 1975 award was Dr F. Hartley, Dean of the School of Pharmacy, University of London, and unknown to him, the winner chosen had graduated in 1971 from the same school with first class honours. Mr Parsons subsequently obtained an MSc in business studies from Manchester University.

It was during a six-month period in industry during his pre-registration year that he carried out the research on which his successful paper was founded. The remainder of the year was spent in general practice and now he has to make up his mind which of several offers he has received from industry and general practice he is going to take up. An enviable position to be in especially with the Scherer award (which carries a prize of £500) "in the bank".

The presentation was made by Mr R. J. Collins, managing director, R. P. Scherer.

Deaths

Spalding: On June 6, Miss Annie Farquhar Spalding, 5 Sparrow Croft, Forfar, Angus. Miss Spalding qualified as a pharmacist in 1914.

Topical reflections

BY XRAYSER

Professionalism

There have always been problems in uniting pharmacy into the kind of militant organisation such as seemed to be envisaged at the inaugural conference of the Pharmaceutical Society's Welsh region, where Mr J. Mercer, divisional officer of the Association of Scientific, Technical and Managerial Staffs, indicated that the door was open for larger and wider membership. It may be open to question whether his reference to "some who would want to preserve their existing position of rapidly eroding gentility" would rally recruits to the banner, though it is possible that the section so maligned did not attend the meeting.

I have always favoured a unity of purpose based on the qualification, but there are difficulties in the way which can never be wholly eradicated until pharmacy in this country puts professionalism first. On another page you make reference to the report of a Council of Europe working party which favours the separation of pharmacists' commercial and professional interests—as one of a series of measures designed to correct the abuse of medicines, that is to say, for professional reasons. The report says there is much to be said either for a system in which the retail pharmacist is a salaried employee of a publicly-controlled distribution system, as in Sweden, or one in which the number of pharmacies is strictly limited by the authorities so that the individual pharmacist can earn an adequate income when limiting his activities to the sale of medicines, according to the highest professional standards. It is difficult, the report goes on, for the pharmacist whose establishment is largely devoted to the sale of cosmetics and other consumer goods to place professional interests first.

You report that the UK was not represented on the working party. Mr Mercer, from a professional point of view, wants to encourage fully the rôle of the Society in hospital pharmacy. Only good, he feels, could come from that, but in the matter of pay, conditions, prospects, job descriptions, promotions and establishment levels, those were the prerogative of ASTMS. Mr Sharpe pointed out that the Society did not differentiate between employees and employers, say—that elevation of our professional status should be one of our main objectives. But, after all, that has surely been the objective since 1841.

Bibulous babes

That great scholar of the 17th century, John Selden, is credited with a number of wise observations, including that which states that ignorance of the law excused no man. To him also is attributed the saying: "It is not the drinking that is to be blamed, but the excess." That was very clearly expressed by Mr John Ferguson, assistant secretary of the Pharmaceutical Society, who was called upon by the BBC to reassure mothers who had been giving a proprietary preparation of gripe water to their infants, blissfully unaware that it contained alcohol. The lesson was that it was advisable with all medicines to keep to the recommended dose.

Professional spokesman

I have little doubt that I was made the receptacle for gripe water at an early age, just as I know that, in common with other youngsters of the time, I was prescribed ipecacuanha wine—the real thing, made with sherry—nitrous spirit of ether, tincture of squill, and occasionally tincture of rhubarb and the stronger tincture of ginger as contained in the syrup. I am horrified when I think of the debauched condition I must have been in. I am pleased that the BBC are going to the right source—the Pharmaceutical Society—for information on such matters, and equally pleased that we have someone able to put the professional viewpoint so well as Mr Ferguson.

New products

Cosmetics and toiletries

Shulton take to the skies

Blue Stratos is the latest aftershave range introduced by Shulton. To be launched first in the Anglia, London and Southern television regions this September, the fragrance is described as having top-notes of limes and other citrus oils, combining with fresh green herby notes and floral notes of ylang, geranium, sweet lavender with undertones of musk set against a background of rich woods and mossy notes.

The range, packed in attractive blue boxes with a cloud effect and carrying a seagull motif, consists of a 115cc aftershave lotion (£1.25); 115cc body splash (£1.55); 100g talc (£0.80); 70g stick deodorant (£0.85); 70g aerosol deodorant (£0.80), and 150g soap on a rope (£1.20). The bottles echo the blue outer boxes and have silver caps.

Point-of-sale includes a merchandiser holding 12 items with back-up stock of six, there are also display cards and testers. Advertising support in the three commercial television regions commences in October, and there is a further burst in December. The advertisements "take to the skies" featuring hang gliding, contrasting with the Old Spice "sea" image (Shulton (Great Britain) Ltd, Trevor House, 100 Brompton Road, London SW3 1EW).

Organic combination

A trio to be released in August, said to combine "two of nature's organic substances, wheat germ oil and honey complex", are the latest from Fabergé. Claimed to be "acid-balanced and biodegradable", they contain no phosphate but are enriched with allantoin calcium pantothenate, said to be beneficial to the keratinous protein of the hair and skin. The three products are: Fabergé Organics shampoo (£0.85p) suitable for all types of hair, Organics conditioner (£0.85p) to leave the hair "looking lustrous and full of bounce", and Organics hand and body lotion (£0.85). Each is packed in a 230-cc container and the label is designed with a wheat motif (Fabergé Inc, Ridgeway, Iver, Bucks).

Eight pairs of Peep Eyes

Peep Eyes are kits of two powder eye-shadows in toning shades from Mary Quant (£0.75). The colours, made to go together, come in eight pairs: Nice Neutrals, a soft, grey, plus a white pearly highlighter; Sepia Sunshine, a bronze with a pearly peach; Bell Bottom Blues, dusty blue, with palest silvery blue; Seashine, a matte aqua, with a matching sparkling aqua; Inkspots, a dusky navy, with iridescent pearly dark blue; Cocoa Cream,

classic mink, with pinky beige highlighter; Peppermint Polish, dark emerald, plus pearly mint green; Green Flash, sludgy olive, and shiny acid green. Quants Tear-proof mascara is also available in three new shades: chocolate, grey and bottle green (£0.94) (Myram Picker Ltd, Hook Rise South, Surbiton, Surrey KT6 7LU).

Medicated mask

The Rubinstein Bio-Clear range for blemished skin now includes the medicated Brush-On Peel-Off mask (£1.50). An amber fluid gel, the mask is brushed on to the face in even strokes and then left to dry for 15 minutes. While drying it forms an occlusive film to draw out grime and to absorb excess oil. It is claimed to loosen blackheads and tighten pores, and promote the healing of surface blemishes. For best results, twice a week usage is recommended.

To encourage young people to buy, Helena Rubinstein are presenting a disc with each purchase of any product in the Bio-Clear range. Entitled "The hands of time" it is produced and sung by Mark Wesley, Radio Luxembourg disc jockey. The product will also be advertised on Radio Luxembourg throughout July and August and Press advertisements will appear in *Jackie*, *19* and *OK* magazines.

Strong and glossy, a new range of 18 nail colours from Helena Rubinstein, is designed to condition the nails and make them feel harder (£1.00). The colours contain vitamins, proteins and emollients to help prevent splitting and flaking, a nitrocellulose resin to give a high gloss finish, plasticisers to give flexibility and allow the enamel to bend with the nail, and finely micronised pigments to avoid fading of colours when exposed to detergents.

The range also includes an extra protective nail hardener (£1.00) and an emollient nail colour remover (£1.00), a pink emulsion enriched with vitamins and proteins which is claimed not to dry or damage the nails or cuticles.

Advertising is to appear in the July issues of *Vogue*, *She*, *Harpers/Queen*, *Good Housekeeping*, *Cosmopolitan* and the *Sunday Times* supplement.

Two new shades have also been added to the Bio-Coverfluid foundation range (£0.79): cool beige (a creamy beige) and clearly beige (a pale beige). The products are said to heal the skin as they conceal blemishes (Helena Rubinstein Ltd, Central Avenue, East Molesey, Surrey KT8 0RB).

For relaxing not growing

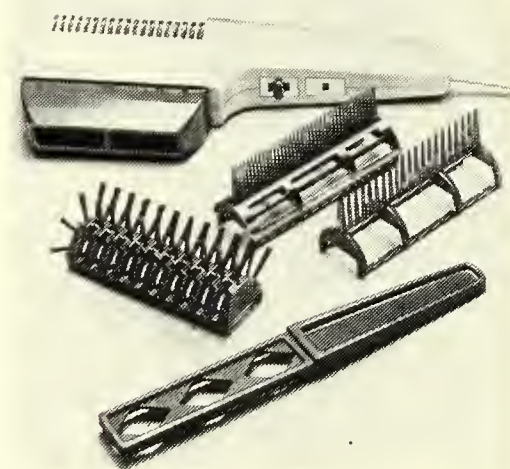
Cucumber foaming Bath Seeds (£0.15) is a new bath fragrance by Taylor of London. The seed "package" contains "cool-looking" green granules that foam and give off a scent of cucumber when sprinkled under a running tap. The seed packs come in a display box (£2.14 trade) of 24 units (Taylor of London, 166 Sloane Street, London SW1X 9QF).

Electrical

700-watt hairdryer

A 700-watt hairdryer with four styling attachments is the latest addition by Ronson Products Ltd to their haircare range.

The Ronson Stylerdryer (£15.99) comes



in "crisp" white with emerald green attachments and is packed in a black display pack. The attachments include a fine nozzle, a waving comb, a wide-tooth comb, and brush. These also fit into a styling handle that may be used separately from the dryer (Ronson Products Ltd, Randalls Road, Leatherhead, Surrey).

Footcare

Scholl additions

A range of indoor towelling sandals have been introduced by Scholl (UK) Ltd for the autumn-Christmas period. The Home-comers range (£5.75) are made from thick, plush towelling, with a plain fabric base, and 2½-in heel. The strap has a co-ordinated strip giving a two-tone effect and fastens by a buckle. The sandals have rubber soles. Colourways are navy/royal, dark brown/nut and dark moss/light moss. Point-of-sale material includes a three-dimensional merchandiser unit and Christmas sleeves are available.

A range of men's support socks is being launched on a national basis through pharmacies by Scholl UK. The socks (£1.99) are designed to give light graduated support from ankle to calf, are knee-length and come in four sizes and colours: black, brown, blue, grey. The pack allows the customer to see the contents through a window at the back, without removing the product.

Dispenser packs containing 12 pairs—consisting either of blue and brown or grey and black socks in assorted sizes—are also available. In addition, pharmacists will be provided with a 15 x 10 in showcard (Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH).

Prescription specialities on p832

Containers by Beatson



The Medical

Beatson, Clark & Co. Ltd.,
Rotherham, Yorkshire S60 2AA
Telephone: 0709 79141
Telex: 54329

 **Beatson Clark**



Trade News

Polaroid summer discount

Polaroid (UK) Ltd, Ashley Road, St Albans, Herts, have announced discounts of 42½ per cent to stockists ordering a case of ten, or multiples of ten, Super Swinger cameras. The company say the discount, which normally applies when ordering 100 cameras, is to encourage dealers to ensure they have adequate stocks for the summer and holiday periods and is to last until July 3.

The company will also supply dealers with a free Polaroid sunglass with every Colour Swinger type of camera they order in case quantities prior to July 3. Stockists who advertise "free sunglass" offer through their local newspapers are to receive two free Super Swinger cameras from the company to offset their advertising costs. Polaroid can also provide the advertisement materials.

T-shirt offer

Beecham Proprietaries, Great West Road, Brentford, Middlesex, are currently offering a "T-shirt" with Silvikrin hairsprays and shampoos for 50p plus pack token.

The on-pack flash, "100% cotton T-shirt offer only 50p" is supported at point of sale by a range of colourful display material including shelf edges, dump bin headboards and counter-units. Special trade terms are available during the promotional period, which runs until July 18. A "concentrated burst" of Silvikrin television advertising is due in the coming weeks, say Beecham.

Made in UK

A new range of UK-manufactured contraceptive sheaths was recently launched onto the British market by Aegis Products, Commerce House, Water Orton, Birmingham. Four versions are available—Svenska, Geronimo, Naturalmente (each £4.50 gross trade) and L'amour (£3.80 gross). All carry the British Standard kite-mark and are presented in modern packaging. Consumer advertising will back the range, say the makers.

Summer special

As a summer offer, Roger & Gallet's bubble bath, 35-cc size, is being packed with a toilet soap, the two to retail for £0.95 (trade price £0.54).

Fragrances are carnation, sandalwood, tea rose and fougere and retailers will be able to buy a unit containing 18 kits consisting of six each carnation and fougere and three each tea rose and sandalwood. Available from Roger & Gallet Ltd, 16 Lettice Street, London SW6 4EH.

Veterinary collar

Parke, Davis & Co. Pontypool, Gwent, NP4 8YH, recently introduced to veterinary

surgeons an Elizabethan collar to prevent animals disturbing wounds after treatment. It is supplied in two sizes and is available to pharmacists at the veterinary surgeon price (£8.00 per 10 large, £6.00 per 10 small).

'Underarm' theme for Lady Remington

"Is summer the reason you need to shave under your arms?" is the deliberately provocative theme of a new advertising campaign by Sperry Remington Consumer Products, Apex Tower, 7 High Street, New Malden, Surrey KT3 4DL, to promote the Lady Remington de luxe electric shaver. The copy underlines the features of the Lady Remington, including its attachment for delicate underarm skin, and wide twin-head to shave legs smoothly.

The campaign, using full-colour pages in leading women's magazines, has two seasonal peaks—July-August, during holiday time and again in the November-December "dinner and dance" period.

Coupons for Pears shampoo

Six million sample sachets of new Pears shampoo accompanied by £180,000 worth of 3p coupons are currently being distributed door-to-door throughout the UK. The promotion covers both variants of the shampoo.

A. & F. Pears Ltd (Elida Gibbs Ltd, PO box 1DY, Portman Square, London W1A 1DY) say that new Pears which was launched at the end of April, has been a "phenomenal success," with the brand well on its way to achieving its sales target.

Bonus Money points boost

Eighty per cent of housewives in the Yorkshire Television area are each to receive 1,100 Bonus Money points, worth £0.80 in a door-to-door distribution covering 1.4 million homes. The leaflet consists of a free 500 points voucher plus thirteen 50-points vouchers which become valid when redeemed with Bonus Money vouchers from brands including Robinson's fruit drinks, Kleenex for Men tissues, Dr White's, Mick dog meal, Pal dog food and Kit-e-Kat.

Wider coverage

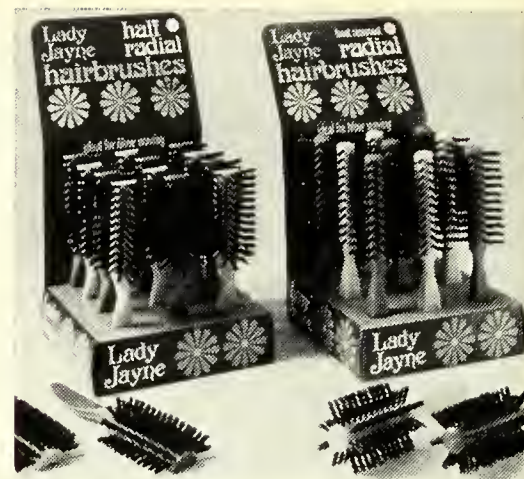
Since 1972 when Fleurs du Monde was introduced into England by Fabergé Inc, Ridgeway, Iver, Bucks, sales have been limited to a few selected Fabergé stockists. Demand for this French fragrance collection has now brought about the decision to extend distribution of the range to other outlets.

Promotion of Sweet 'N Low for Boots

Dietary Foods (Bletchley) Ltd, 1 Vikings Way, Canvey Island, Essex, are launching a new marketing drive in the London area with a series of 15-second commercials on Capital Radio telling housewives that, until July 5, larger branches of Boots the Chemists are reducing the price of Sweet 'N Low 50-sachet packs from £0.19 to £0.15½ and 4oz packs from £0.23 to £0.19½.

Sheen 'on show'

Bellair Cosmetics Ltd, New Road, Winsford, Ches, are supplying Sheen Lustre hairdressing to the British World Cup Men's hair styling squad for use on their models whilst giving demonstrations around the British Isles.



Blow waving displays

Lady Jayne have introduced dispenser packs for full- and half-radial hair brushes, both said to be ideal for blow-drying yet small enough for the handbag. The brushes are packed standing in the dispensers where they are easy for the customer to see, feel and make her choice. The full-radial (£0.61) has eight rows of nylon filling and the half-radial (£0.49) seven rows; the brushes are packed nine and 12 to a box respectively in assorted colours of turquoise and honey gold. Details from Laughton & Sons Ltd, Warstock Road, Birmingham B14 4RT.

Stain remover back with new formula

K2r stain remover is being reintroduced onto the UK market by Dylon International Ltd, Worsley Bridge Road, London SE26 5HD. The remover, now with a new formula, is squeezed onto the stain from its tube and, once dried, the powder is brushed out with the stain. It is available in handy tubes (£0.29) packed in outers of 10. Advertising support is planned for July in *Daily Mail*.

No price changes!

By forward buying and adequate stocks of raw materials and components Cosmétique Vigdor (Londres) Ltd, Abbey Works Estate, Wycombe Road, Wembley, Middx HA0 1GN are confident they can maintain current prices until the end of the year. They invite wholesalers and retailers to send for a brochure giving details of their gifts.

Hair brushes and soap novelties

J. & T. Gorney, 16 Oakwell Mount, Leeds 8 announce they have been appointed distributors of the hair brushes made by Altesse of France and Acca Cappa of Italy. Retail prices for the Altesse series range from £0.72 to £4.50. In addition they handle the soap novelties of Haslinger of Vienna.

Vestric July Promotions

National promotions for July by Vestric Ltd, Runcorn, Cheshire WA7 5AP, will include Signal 2; Endocil skin cream, eye cream and moisturising lotion; Nice 'N' Easy; Band Aid plasters, clear and waterproof; Kleenex regular; Astral cream; Johnson & Johnson baby powder; Arrid extra dry and extra dry light powder; Tufty Tails; Contac; Procol; Airwick solid; Libresse; Clear Night; Eno Fruit Salts; Germolene; Diocalm; Macleans toothpaste; Silvikrin hairspray; Listerine; Dentu-creme; Tegrin cream and lotion; Philips electric blankets.

Pack-design change

New packaging designs have been introduced for the entire range of Marigold housegloves by L.R. Industries Ltd, North Circular Road, Chingford, London E4. The new packs are designed to have greater impact on-shelf and are aimed to help the consumer to identify different types of housegloves more easily. The main feature of the design is an illustration on each pack showing the type of job for which each glove is most suited and each type of glove has a "strong and distinctive" background colour to provide greater impact on-shelf.

Baycaron tablet markings

Baycaron 25mg tablets, made by Bayer UK Ltd, pharmaceutical division, Haywards Heath, West Sussex RH16 1TP, will now carry different markings. One side will be scored with a letter "L" in the left half and a figure 1 in the right half, the reverse side will carry the Bayer cross.

Economy pack

British Cod Liver Oils (Hull & Grimsby) Ltd, Hedon Road, Marfleet, Hull, North Humberside, have introduced a 500-ml economy size (£0.92) of Vitapet nutritional supplement and health conditioning oil. A six-tin counter display unit is being offered to retailers by the sales team from June 16, together with other point of sale material.

Larger size Tarcortin introduced

Stafford-Miller Ltd, Hatfield, Herts AL9 5JL, have introduced a 45g tube of Tarcortin (£0.86) in addition to the existing 30g size. The 15g size will only be available for sample requests.

Eugene advertising starts

Full page colour advertisements in women's magazines including *Woman's Own*, *Cosmopolitan* and *Honey*, mark the start of a Press campaign for Eugene 10 day set and Eugene hair thickener. The campaign, which will run until the end of August, is expected by Ashe Laboratories, Kingston Road, Leatherhead, Surrey, to give 52 per cent coverage of all women in Britain and a 68 per cent coverage of women in the 18-29 age group.

Ilford 'easy-open' pack

Roll films and 35mm cassettes made by Ilford Ltd, Ilford, Essex, are now being produced in "easy-opening" packs. The new packs combine the following features: perforated flip-top cartons which, it is said, can be snapped open with one hand; "saw edge" heat sealed inner foil wraps for easier tearing; and new backing paper with clearer printing for the roll films,



The new range of packaging for Derbac anti-lice products now made and distributed by Bengue & Co Ltd, St Ives House, St Ives Road, Maidenhead, Berks. The redesigned packaging uses black lettering and has light and dark bands of colour on a white background

together with improved frame numbering and thumb-notched "unexposed" bands for one-handed opening.

Carmil acquisition

Carmil diarrhoea mixture has been acquired by Ex-Lax Ltd, Slough, Bucks, from International Laboratories Ltd. The new price (£0.34) will be effective from June 30, and orders for the product may be included in a combined Ex-Lax parcel (£7.50) for an additional discount of 12½ per cent. An advertising campaign featuring the product is currently running.

Sweetex sales 'soar'

Sales of Sweetex continue to "soar", according to Crookes Anestan Ltd, 1 Thane Road West, Nottingham NG2 3AA. Sweetex sales represent, they say, 34 per cent of the artificial sweetener market in independent chemists, and sales have increased by almost 70 per cent over the last year. Sweetex 500's account for 24 per cent of all sweeteners sold in independent chemists.

Simple Soap trade prices

Albion Soap Co Ltd, 77 Station Road, Hampton, Middlesex, state that there has been no change in their trade prices for Simple Soap from those in the May edition of the C&D Price list. The prices quoted in last week's supplement for hand and bath sizes should be disregarded.

Skin Song

The new skin care range on test in the Southern television area by Beecham Proprietaries, Beecham House, Brentford, Middlesex, is known as Skin Song and not as stated in the New Products section, June 7, p754.

Trade shows

Jacqueline Sales and J.N. Toiletries division of Jackel & Co Ltd will be showing their range of Christmas '75 products at the following trade shows: Five Bridge Hotel, Gateshead, Newcastle, June 30-July 3; Castle Motel, Norwich, July 1-3; Caledonian Hotel, Aberdeen, July 1-3, Holiday Inn, Liverpool, July 2-3. Shulton (GB) Ltd, 100 Brompton Road,

London SW1 will be holding the following Christmas shows: Majestic Hotel, Harrogate, June 23-26; Turks Head Hotel, Newcastle, June 30-July 3; Castle Hotel, Norwich, June 30-July 3; The Midland Hotel, Birmingham, July 7-10; Hotel Metropole, Brighton, July 14-17; Hotel Piccadilly, Manchester, July 14-17.

M. & R. Norton Ltd will be holding the following trade shows: Majestic Hotel, Harrogate, June 23-26; Royal Turks Hotel, Newcastle upon Tyne, June 30-July 3; Midland Hotel, Birmingham, July 7-10; Metropole Hotel, Brighton, July 7-10; Piccadilly Hotel, Manchester, July 14-17.

John O'Donnell (fine beauty accessories) will be holding the following Christmas shows: Majestic Hotel, Harrogate, June 23-26; Five Bridges Hotel, Gateshead, June 30-July 3; Grand Hotel, Brighton, July 7-10.

Macey Sundries & Jacqueline Sales, Northern Ireland, will hold the following shows: The Chimney Corner, Belfast, August 5-7; The Highway Man, Comber, July 29-31; The Country Club Inn, Craigavon, August 19-21; Fawcett's Hotel, Portrush, August 12-14.

A. J. McWaters, Preston, will hold the following show: The Holiday Inn, Liverpool, July 2-3.

J. L. Perl Ltd, PO box 105, Sandy, Beds, will be showing their Christmas ranges at the Majestic Hotel, Harrogate, June 22 to 26.

on TV next week

Ln—London; M—Midland; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Islands

Alberto Balsam conditioner & shampoo: All areas

Alka-Seltzer: All areas

Ambre Solaire: All areas

Anadin: All areas

Anne French: Ln, M, Lc, Y, NE

Aquafresh: All areas

Bisodol: A

Body Mist: All areas

Bristows shampoo and conditioner: All areas

Close-Up: All areas

Hard as Nails with Nylon: M, Lc, Y, Sc, NE

Immac: All except E

Johnson's baby powder: All areas

Lady Braun hairstyling set: All areas

Kleenex Maxi Dry: All except Sc, WW, E

Mum: All areas

Nivea creme and liquid: All except E

Oil of Ulay: All except Y, NE

Optrex: All areas

Polaroid sunglasses & Colour Swingers: All areas

Sudden Tan: All except Y, U

Silvikrin hairspray: All areas

Undercover throwaway pantees: Ln

Vapona: Sc, G

Wizard solid air freshener: So

Increased turnover with same staff after refit

Stuart N. Anderson (Chemists) Ltd operate eight pharmacies, situated in the Northern Home Counties. One of their Stevenage pharmacies, established some 15 years ago, in The Hyde, a busy neighbourhood shopping precinct, has recently been modernised.

Replacing the previous traditional shopfront by a modern, fully glazed shopfront, gave an additional 2-3ft in front, while a further 10ft or so was gained at the rear by resiting the dispensary and extending into the back yard.

Shopfront

The new shopfront is of gold anodised aluminium. It has an illuminated sub-facia or transome over the entrance door and an internally illuminated main faeia with blue and gold bevelled edge lettering on a white background. The letter box is positioned at waist height within the fully glazed entrance door making it much easier for customers to leave prescriptions after working hours.

An attractive and colourful sales area is created by blue carpet tiles on the floor and by the matching blue illuminated pelmets of the wall units. These have white merchandising signs and sapele veneer ends and stock drawers. The ceiling and frieze area above the wall units are decorated white with general illumination provided by suspended diffuser lights.

In the general arrangement of the pharmacy, the left and right hand walls are furnished with shelving units and a double-sided gondola fitted with an end unit facing the double entrance door is positioned in the centre. There is a

separate till point near the entrance. Two fully glazed illuminated counters displaying costume jewellery and boudoir sets are positioned near the dispensary entrance and form the main service point, with the Part I poisons and other medicines arranged on open shelving, in a stock cupboard and in a nest of stock drawers, behind.

The units along the left hand wall have a broad based shelf to stock vacuum flasks, household items and bulky packaged items. The upper shelves near the entrance and behind the cash till display an assortment of hair treatments and adjacent to this section is an eye level egg crate unit for packaged disposables. An extensive baby food selection is arranged on open shelving in the centre of the wall unit run, with binned shelving beneath, for packed dressings and a selection of tablets, ointments, medicinal sweets and other small packed merchandise. Toothpastes are also displayed in binned and open shelving in the same general area, with dietary foods and general medicines arranged on the shelves near the dispensary and adjacent to the main service counter. Male toiletries are displayed near the entrance on the right hand run of wall units, followed by an open display of soaps, cosmetics and similar items.

Sales area increased

As a result of the modernisation, the pharmacy's sales area has increased by approximately one-third.

Commenting on the working conditions in the new premises, the manager, Mr P. Brown, says "It is now much easier to

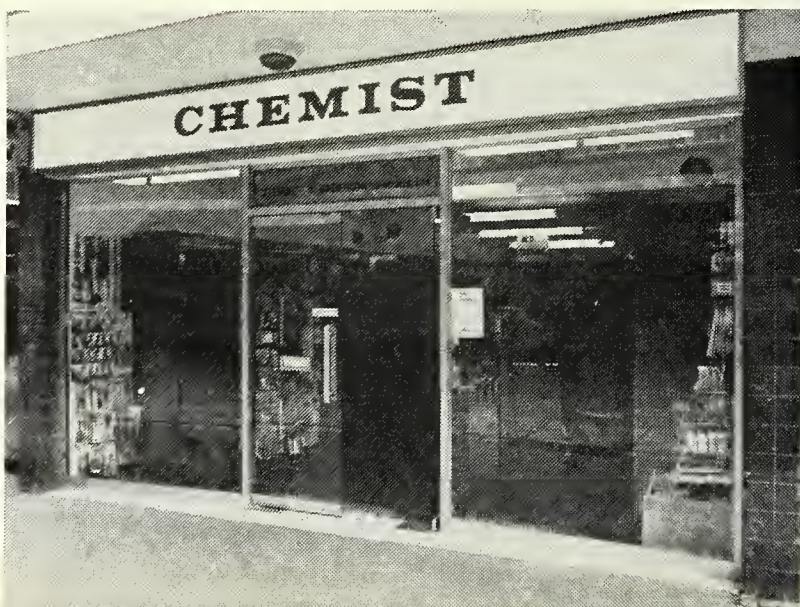


A cash desk finished in sapele veneer is positioned near the entrance. The egg crate fitment for disposables is within the wall unit run on left and behind the cash desk

operate the pharmacy. There is more stock on display and much less in the stockroom and in cupboards, and not only can customers help themselves, but the staff have a much better knowledge of where the different items are displayed and can consequently help serve customers more quickly. In the old pharmacy it took months for new staff particularly to become familiar with the stock layout. Although turnover is very considerably up, the increased business is handled by the same staff, and none of us feel as tired as we did at the end of a busy day."

The refitting of the interior was carried out by Counterpoint Systems Ltd, Hangar No 1, Ford Aerodrome, Arundel BN18 0BN, Sussex, who used their range of shelving and showcases, etc. The new pharmacy shopfront was supplied by Burns Shopfitters Ltd, 8 Essex Place, London W4 5UT.

Left: Two glazed display counters positioned in front of the dispensary. Supplied by Counterpoint Systems Ltd they are internally illuminated, have white half front panels and silver aluminium and black pvc trim. The sales area can be surveyed by the pharmacist when working in the dispensary. Right: The fully glazed aluminium shopfront. Note the high letter box making it easier for customers to leave prescriptions after hours.



We've been getting into a lot of hot water in the north...

...and now we're spreading!

In our Tyne Tees Test Market, half of all the people who used Midas came back for more, because they thought it better than any other foam bath they'd ever tried.

We know it's a super product and so we're launching it nationally, with the biggest support (£500,000) a bath additive ever had.



**BEECHAM
TOILETRIES**

BEECHAM PROPRIETARIES, BRENTFORD, MIDDLESEX

-sell through faster

Inflation and pharmacy management

by H. B. Coulson, treasurer, National Pharmaceutical Union

Based on a paper given recently to Lewes Branch of the National Pharmaceutical Union.

The object of running a business is to earn a living, that is to make a profit. The special object of purposeful pharmacy management is to use available assets to produce the best possible results. This of course implies a continuous assessment of the available assets, the uses to which they are being put, and the results achieved.

The special problems produced by inflation are increased running costs, increased stock cost, increased competition.

Increased running costs include salaries, rent, and rates, heating and lighting, postage—everything that shows as an expense in the balance sheet. Extra costs must be met either by increased turnover or increased percentage gross profit, or both. If the costs are not so met then they are met out of your own pocket. The business becomes less profitable, and if the profit falls below a certain figure no-one will want to buy when you want to sell it. In the long run it would close down.

What steps can be taken to maintain and increase profitability? Turnover will increase as prices increase, but it is worth noting that on the whole the prices of things sold in a pharmacy increase more slowly than do prices as a whole, so that it is necessary for turnover to increase faster than inflation even to maintain the status quo.

Stock sold has to be replaced by new stock, often more expensive. More money has to be introduced into the business to pay for this, or alternatively, less drawn out. Since more money has to be drawn out to meet the other increased expenses this gives rise to "cash flow" problems.

Competition

As the pharmacist finds it necessary to increase turnover, so others are meeting the same problem and striving to increase theirs. Increased competition must be expected in the form of price competition designed to attract customers and increase turnover. Such competition is likely to be particularly fierce from supermarkets who aim at very large turnovers at very low profit margins. There will also be increased poaching of lines by traders who have not handled them previously—for them any profit from any new line is increased profit.

What counter-action can we be taking? To answer this everyone must review his own situation in the light of his own assets, the factors of the inflationary situation, the shopping habits and preferences of the public.

Assets include site (which determines type of business), premises (including window space, floor space and fittings), stock and staff.

Some important facts affecting the

general public are as follows:

□ that although wage rates are higher than ever before, purchasing power is reduced by increased living costs, while less overtime, short time and unemployment may have an influence too. Many new things come on to the market, and some former luxuries, such as "fridges", deep freezers, washing machines and television are considered necessities. The remaining spending money available is limited, resulting in keen price consciousness and "bargain-hunting".

□ A definite preference has emerged for unhurried self-selection shopping, where comparison of price and value can be made, although the shoppers always like to feel that expert advice is available when they need it.

□ Rising petrol and transport costs give a definite bias in favour of local shopping, other things being equal.

Business site and type

These factors react on each other to affect various types of shops and the individual pharmacist must attempt to work out how they affect him personally. Let us start with the business site which we can classify roughly into "High Street", suburban and rural. Rocketing rents and rates make it difficult for small pharmacies to survive in "High Street" positions. Hence NPU members are tending to be driven into the suburbs and even into rural areas—not such a bad thing because this is where the people that we seek to serve live and, indeed, have their doctors.

Let me say, without proving the point, that it is economically desirable that in suburban areas pharmacies should be about a mile apart. With average density of population they will be catering for 6,000 people. As about 5.5 prescriptions are issued per head per annum this amounts to 2,750 a month or 33,000 a year. Some of these will be dispensed out of their area, but others will come in, so let us take this figure as the amount of dispensing done. Assume £1 per prescription this means £33,000 per annum prescription turnover, and since this normally constitutes about 50 per cent of the total turnover we should expect a total turnover of about £66,000 per annum. Of this, £33,000 will be in over-the-counter business, and of this about £23,000 will be non-medicinal. So we see that for a well-distributed pharmaceutical service the over-the-counter non-medicinal business is essential for prosperity, and indeed probably for survival.

In 1960 NHS dispensing constituted only about 33 per cent of turnover. The increase has been caused partly by the increase in the price of drugs, but quite



considerably by the loss of other business to competitors. These losses have been chiefly in toilet and photographic sales, lost to supermarkets, grocers and the so-called "pure" photographic dealers. A customer spending money with the independent pharmacist normally spends at least as much again with multiple pharmacies and other shops—it is money he might spend with the independent so the potential for increase is there, if it can be attracted.

Rural area pharmacies often have a lower proportion of NHS scripts—not because they dispense fewer prescriptions, because in fact the prescription population is more or less captive, but because they manage to attract a higher proportion of the total spending.

High Street pharmacies also have a lower proportion of NHS because there are fewer local doctors and fewer prescriptions are attracted, but conversely there is more passing trade and so more over-the-counter business.

Why do customers use a pharmacy? Primarily, of course, for convenience, that is due to the site. Some may come because it stocks things that they cannot obtain elsewhere. But factors which will influence the extent to which they use the shop are likely to be: appearance and cleanliness, stock range and price levels, a helpful and knowledgeable staff, prompt attention (that is an adequate staff), good professional "back-up"—by which I mean not only a good dispensing service but ensuring the customer is aware that expert advice is available and willingly given on request.

Shop appearance

Therefore study appearance for a start. Take a fresh look at your shop. Does a new customer at first glance know it is a pharmacy? She should. Is it clean, bright, tidy? Does it suggest efficiency, including the suggestion that the dispensary is clean, tidy, well-organised, efficient? It should do.

Has it been modernised? I hope so. The public has shown a definite preference for open display. If not, you must consider this. The NPU has a shop modernisation service and for a relatively small fee Mr Long will visit and make constructive suggestions. If necessary, the bank is

almost certain to provide an overdraft—preferably a running overdraft—to finance it. This is much cheaper than hire purchase.

A new window may be expensive, but a new fascia board and a coat of paint can work wonders. An open display window coming almost to the ground, with self-service units which can act partly as window display and partly as a selling unit may be best, but otherwise in our experience case-type windows, well dressed and frequently changed, pay off best.

It is a fact that, within limits, the larger the shop the greater the sales per square foot, or per foot of display space. Why? I think probably because customers have space in which to browse round and inspect what is on show without feeling that they are in the way. Likewise the staff achieve higher sales per person per week as the selling area increases. Why? Presumably because in the process of browsing round customers sell themselves more. From this we may deduce that if we wish to increase turnover the first thing to do is to get as much of our stock as possible on open display and at the same time arrange the shop so that customers have as much floor space as possible in which to indulge in inspection and self-selection. If the shop is physically small can this be done? Possibly not, but it is worth making a critical examination of the selling area. Open shelving does not cost much whereas elegant display cases may be almost worthless from a selling point of view. It may be best to remove them to give customers more space in which to move.

What to show

When the selling area has been organised to best advantage, what is to be on display? Simply the lines that sell fastest, which means a hard look at stock. A pharmacy has to carry a lot of traditional basic stock. Much of it is for emergencies, perhaps only wanted once or twice a year. You have to have it, but need it occupy display space? I suggest that the slow selling lines can be relegated to the stock room, but there it is all too easy for them to become forgotten, dirty and when needed, useless. A system of storage, and perhaps cataloguing is needed, so that when they are required they can be found quickly, ready priced and in good condition.

Medicines will probably be kept behind the main serving counter, in full view, but not within reach of customers, so that they must be requested when required. In addition there may be counter display of suitable seasonal lines, such as throat lozenges in the winter.

For display in the self-selection areas the criterion must be quick sale. You may perhaps say that you cannot be expected to achieve the ruthless selling efficiency of a big central store when space is so expensive in terms of rent and rates that it simply has to be used effectively. But is this really true? These stores use their space so effectively that their rent as a proportion of turnover is less than that of most smaller shops. It is surely not too much to ask that all items on open display turn over at least once a month.

It follows that there must be an efficient

filling-up and stock control system. This may sound formidable, but is in fact only applied common sense. Staff must be coached to price goods as soon as they arrive, pack them away, some in the store room, and use any spare time for filling up and dusting. There *must* be a regular filling up routine. We try to fill up obvious gaps immediately and to do a detailed fill up at least once a day.

Re-pricing

On pricing there is a general impression that it is illegal to re-price goods on display that have risen in price. The fact is that it is illegal to re-price items that turn over ten times a year or faster. This is fair enough, because you will have sold the goods before you pay for them. It is legal to re-price all slower-selling goods, all price-maintained goods and any goods on special offer which are not sold within the period of the offer. With regard to stock control, the NPU cards offer a simple, cheap and effective system. Especially if backed up by the Numark scheme.

With regard to goods shown, the pharmacist must assess for himself the potentialities of his area. We have a group of five shops, four in suburban or rural districts, all doing large baby business. But my shop is in the city centre with a narrow pavement where it is awkward to leave a pram. So our baby business is minimal, and consequently so is the display space that we can devote to it. On the other hand, because of our position in the University our sales of men's toiletries and of such things as toothpaste, are far above average. Most of the pharmacists time may, of necessity, be spent in the dispensary, so he may have to leave the selection of goods displayed largely to staff—which is not a bad thing, for as sales staff they are conscious of what is being sold and what goods not on show are being requested. But do not leave it entirely to them. Make a point of discussing with them what should be on show and inquire as often as possible how the various lines are selling. The interest will be appreciated and will stimulate their enthusiasm. An informal chat over coffee, or in a slack period, backed up by some anecdote from experience to stimulate interest, can be wonderfully good staff training.

Stock turn

It is clear that cash flow problems can be avoided by rapid stock turn, ideally once a month. It is in general better to accept lower discounts for quick turnover than bigger discounts for slow turnover. My staff have standing orders not to order more than two months' stock unless they have special permission to do so. In this context, the Numark scheme is wonderful. The list consists of about 2,000 popular items offered in smallest original outers at the so called PLOF (Price List Order Form) prices which are 3 per cent above the basic wholesaler prices. While it is true that a chemist with a large OTC turnover can get most benefit out of this scheme—and I would suggest that this level is around £800 per month—it is certainly still viable for those who can place orders for around £100 per month—a figure which should be easy enough

from the range of products available.

Yes, it can pay occasionally to take direct special offers which may give immediately better value, but the real benefit in the Numark scheme is the availability of these 2,000 popular items in smallest original outers for which an extra 8–11 per cent is available to gross profit. True you may have to pay the wholesaler £100 to enter the scheme. True you have to pay promptly at the beginning of each month, but if we offset these disciplines with a reduction of stocks, increased stock turn and higher profitability, it is eminently worthwhile. By reducing our cash flow problems the scheme makes a major contribution to dealing with the problems of inflation.

Special offers

Then there are special offers. We must accept that except for medicine and books, there are no such things as maintained prices and therefore no such thing as price cutting. Price competition is Government encouraged. The shopper is conditioned to hunt for "best-buys". She is always bargain hunting. It is essential that she finds sufficient special offers and promotions in your shop to attract her interest and to implant in her mind the idea that your's is not an expensive shop—in fact that it is not worth her while to go to the supermarket for things that she can get from you. Let us be clear about the object of special offers. They are:

☐ That the customer will think it worthwhile to shop at your shop, ie you retain your customers and they buy from you their requirements of the goods that you sell.

☐ In looking at special offers customers are prompted to buy other items on sale at normal prices.

☐ That new customers are attracted.

☐ That by "volume selling" you make more real profit than you would do by selling fewer of the goods offered at higher prices.

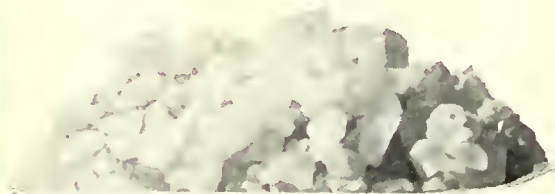
The Numark scheme has exactly these points in mind.

Dispensing

What about dispensing? You cannot influence the number of prescriptions issued in your area, but you can influence the number that you dispense. If you can give the service that the people using your shop want you can expect to secure a higher than average amount of the dispensing available. To do this you need a well organised dispensary with an adequate stock to meet reasonable needs promptly, and a helpful attitude to dealing with the awkward prescriptions. But over and above this you need to realise that personal circumstances vary. A rigid system of "first come, first served" does not help some while it causes unnecessary inconveniences or hardship to others. I have met people who consider that the dignity of a pharmacy requires that a prescription should not be dispensed under ten or fifteen minutes. In my experience the only effect of this is to drive customers to other pharmacies.

One final suggestion—join the NPU's interfirm comparison scheme to get a true assessment of your trading position and the progress that you are making.

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Letters

Tanning 'discrepancy' explained

Referring to your helpful elucidation of the toothpaste brand-leader counterclaims (May 24, p691) I would be grateful if you could turn your logic to apparent discrepancies between the article on health lamps (May 24, p706) and Chefaro Proprietaries Ltd's brochure on Bergasol suntan products.

If UV type A rays "do not effectively contribute to the tanning process" (Philips)—how can Bergasol substantiate their statement that "the A rays are the ones that colour your skin brown"?

If the Bergasol claim that "the B rays are the ones which burn skin" how does this equate with the Philips opinion that "the type of ray which tans is the UVB and this is the desirable one"?

I am not trying to play one company against the other as I know that both products are valuable in their own field. However, one has to be careful about the possible discrepancies when quoting from company statements to customers with regard to the Trades Descriptions Act.

If I give one company's opinion to customer "A" and follow this by the second company's belief to customer "B" (who may have heard my first conversation)—where do I stand?

A definitive statement of the comparative properties of rays A and B would, I am sure be appreciated by a number of your perplexed readers.

W. Arbon,
A. Procter & Son Ltd,
Eastbourne

It appears that both statements are correct but have perhaps been over-simplified for the sake of brevity. UVB rays can cause both tanning and burning whereas UVA rays tan and can induce mild sunburn but need far more energy before producing erythema. However, the changes causing erythema eventually lead to tanning which is why Philips have referred to UVB rays as being the desirable ones. Bergasol screens out the tanning and burning UVB rays and uses a photosensitising agent to potentiate the milder tanning effect of the UVA rays. Detailed explanations appear below.

Active wavelengths

Chefaro Proprietaries Ltd write: "It is important to distinguish between the effect of ultra-violet light in causing erythema or sunburn on the one hand, and the effect of ultra-violet light in inducing melanogenesis and pigmentation (tanning). Both these responses are closely associated with irradiation by the 280 nm—320 nm spectrum. With regard to erythema, the most effective wavelengths for producing it are approximately 300 nm—307.5 nm. The weak erythemogenic radiation wavelengths of 310 nm—320 nm also contribute

to the development of sunburn, in as much as the relative proportion of these wavelengths is significantly greater in the solar radiation that reaches the earth's surface.

Wavelengths between 320 nm and 420 nm can also induce mild sunburn, but the total energy required to elicit burning by these wavelengths in normal individuals is so high that for practical purposes this spectrum of solar radiation is considered innocuous to the skin of normal subjects. It takes from 15-20 minutes of exposure to solar radiation at noon in mid-Summer at altitude 50° north to induce minimal, yet perceptible erythema in untanned white skin of the back. The production of erythema by wavelengths over 320 nm requires over 100 times more energy than is needed in the erythema spectrum. It is, therefore, quite true to state that the UV B segment 280 nm—320 nm is the burning segment and the UV A segment 320 nm—400 nm is the non-burning segment.

"Melanogenesis is also associated with the 280—320 nm spectrum, as the photo-biological changes that cause erythema also lead to melanogenesis (the formation of new melanin pigment) and increased pigmentation (the migration, transfer and redistribution of the newly synthesised melanosomes and the keratinocytes). This, indeed, is the segment which is responsible for most of the normal tanning responses and obviously this is the reason why Philips have talked of it as being the desirable one. Since it is also, however, the segment that causes all the burning, Bergasol have tended to call it the undesirable one. Much of the action of most sun tan preparations is involved with screening out from the 280—320 nm spectrum a large proportion of the erythema producing rays, while allowing enough to "get through" to promote tanning.

"It is not, however, true to say that melanogenesis can only be initiated by ultra-violet light of the erythema spectrum (although it was long thought that this was the case). However, in 1962, Pat'ak *et al* showed that wavelengths between 320 nm and 500 nm also can initiate the formation of new melanin, although these wavelengths are distinctly less effective in evoking melanogenesis as compared to

the wavelengths of the sunburn spectrum under normal circumstances, as Philips state. The fact that they do play a part and do not evoke erythema supports the Bergasol statement that the UVA rays colour your skin brown.

"What Bergasol does, however, by means of the specially measured dose of photosensitising agent in bergamot oil is to increase the tanning effectiveness of the longer wavelength (320—400 nm segment). Thus, Bergasol works like any ordinary suntan preparation in screening out and making use of the tanning/burning rays in the shorter wavelength spectrum, but complements this by enhancing the normally much milder tanning effect of the long wavelength 320—400 nm spectrum."

Philips booklet

Philips Electrical Ltd point out that there have been many attempts by manufacturers to put over a description of tanning in "layman's" language, which has led to confusion. They have just completed a booklet to try to clarify the process which shows that:

□ UVA rays when absorbed by the skin cause a temporary tan by affecting a colour change in the pigment melanin, already in the skin. UVA rays from sun lamps are not sufficiently intense to cause this effect. Therefore when referring to sun lamps, to comment "UVA rays do not effectively contribute to the tanning process", is correct.

□ UVB rays cause erythema and the degrees of this effect vary from a slight pink colour in the skin to mild sunburn up to third and second degree burns. The formation of new pigment, and hence a deep tan, only comes about after the skin has gone through the erythema stage. Naturally, skin should only be allowed to absorb enough UVB to produce erythema to a degree somewhere between a slight colouring of the skin and very mild sunburn. In this way the tan can be built up quite painlessly.

Appreciated

I wish to thank you for the excellent help I have had from C&D, also for the valuable and helpful price list supplements which have arrived so regularly.—WJO.

Bellair salesmen prepare to set out following a sales meeting for the summer promotion of Wombles children's toiletries. On left of picture Mr G. Grundy, field sales manager



Counterbalance answers some questions

An almost complete misunderstanding of the Association of Chemist Contractors has been revealed by questions being asked by area committees and individuals, says the committee of Counterbalance Ltd.

Many of the questions relate to the Association's constitution—the "Ltd", the number of subscribers, the memorandum and articles—and all are explained to be necessary legally for the Association to perform its declared functions. Among other questions asked and answered in a Press statement this week are:

Why was an Association formed and not a campaign to press for improvements?

Over the past ten years and more, the supporters of the Association have watched campaigns and action groups come and go. For all their sincere efforts there has been very little long-term improvement in security and return for the whole spectrum of contractors. The strongest single piece of evidence supporting this fact is the continuing decline in the number of pharmacies, evidence which should give us all cause for great concern. The legal advisers to the originators showed that only a properly constituted body would have any chance of achieving long-term benefits, and that such a body could add considerable weight to the Central NHS Committee side of the table.

Not superfluous

Why is Counterbalance not superfluous to the already established Area Committees and the Central Committee?

A counter question to this might well be "Is any sincere effort to improve a situation superfluous?" The formation of the Association is directed at supplementing the work and effort of the Area and Central Committees by means of a separate energy through a parallel and complementary channel, the result being that a greater total energy is directed at achieving the same objectives, with greater effect. The Association's supporters view its role as being ancillary to that of established committees and certainly not superfluous.

The Association is its membership and it will give its members the opportunity of expressing themselves so that collective expression, from no matter how far afield, can be usefully collated, published and passed on for further consideration by Area Committees and Central Committee. It will also be able to afford Area Committees a further means of communication and expression, not only to contractors within their own area, but on a national scale.

Is not the founding of this Association an affront to every Area Committee as well as the Central Committee, implying that

they are not doing their job properly?

No. The Association was founded to increase the ability of Area Committees and the Central Committee to succeed in strengthening our position within the NHS. The responsibilities of the Area Committees both to their local FPC's and to the statutory local committees which their members serve, are discharged beyond criticism. The Central Committee does its best for each and every contractor.

The founding of the Association is a genuine and sincere effort to gather contractors together as a national association with the principal object of maintaining the country's pharmaceutical service through a financially secure medium by

standing behind, and being seen to stand behind, our negotiators.

Contrary to what might be thought, and even said in some quarters, it is not our intention to mastermind the downfall of the Central Committee.

The ultimate object of the Association is to ensure that the Government is aware that pharmacists recognise their responsibilities to the public in providing "a complete geographically well distributed pharmaceutical service", and that this responsibility cannot be discharged without proper remuneration. Beyond this, the Association strives to arm our negotiators with every possible means of support and encouragement.

□ The Association's membership has now passed the 200 mark, Mr J. Williams, chairman, told *C&D* this week.

May closures

□ There was a net loss of 38 pharmacies to the Pharmaceutical Society's register last month when 51 premises closed down and 13 newly registered. Ten of the closures were in London, 36 in the rest of England, three in Scotland and two in Wales. Of the newly registered premises, one is in London, six in England, five in Scotland and one in Wales.

Boots' own brands 'nearly 5,000'

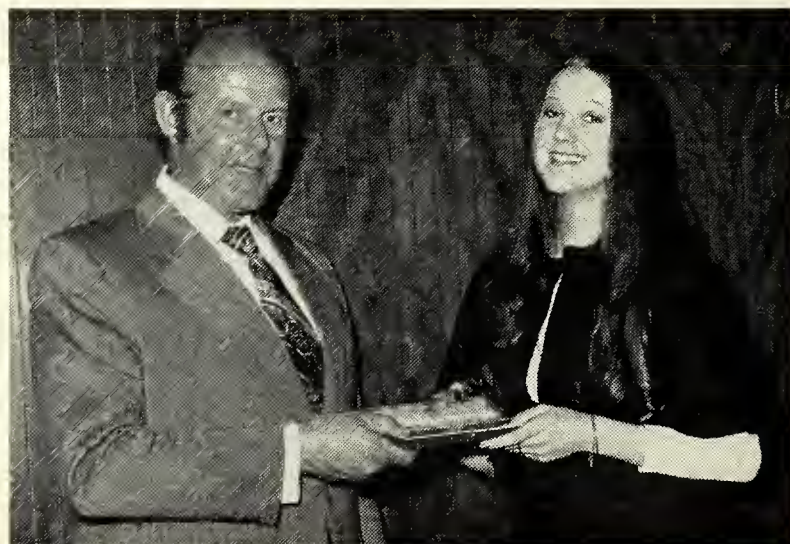
Counter sales of Boots the Chemists, subsidiary of Boots Co Ltd, increased by more than 20 per cent in the year ended March 31. This was the third successive year they did so states Dr G. I. Hobday, chairman of the group in his annual report to shareholders. Higher prices accounted for two-thirds of the increase but there was still "a substantial element of real volume growth," he adds. The company now have nearly 5,000 own branded products, many of which are available in several shades, varieties or sizes and together they account for more than a third of their total sales volume.

In the past year plans for the expansion of baby business came to fruition. There are now over 100 branches with full Babyboots departments selling a complete range of children's clothes, nursery equipment, in addition to the items which are to be found in all branches. "This major development is proving successful and we hope to increase the number of Babyboots departments to nearly 200 during the current financial year."

On dispensing Dr Hobday comments: "Business in dispensing continues to make steady progress with an increased number of prescriptions being dispensed. National Health Service dispensing is by no means the most profitable part of our chemists business and even our smallest branches, where it forms a substantial part of the takings, could not survive on NHS remuneration alone."

Dr Hobday believes that in the current climate it is likely that major shopping developments being undertaken by the leading property companies will become steadily fewer in number as those in the pipeline are completed, nevertheless they have felt it right to continue with their programme of capital investment in new and modernised shops and during the year just ended, expenditure on their shop development programme was £14.6m compared with £11.3m in the previous year. These figures do not include the costs of property acquisition which were £10.8m as compared with £6.1m in the previous year.

First-prizewinner of a recent competition run by the Albion Soap Co Ltd, Miss Wendy Hoyle of Farnborough, receives a gold watch from Mr. D. R. Williams, managing director



R. P. Scherer award

BP guidelines on closures criticised

The British Pharmacopoeia recommendations that closures be sterilised by autoclaving were criticised by Mr W. J. Parsons, B Pharm, MSc, MPS, last week when he read his paper which won the R. P. Scherer Award 1975 (see p817).

In the course of his research into the control of particulate contamination in the manufacture of small volume, multi-dose parental solutions, visual inspection of closures had shown that every closure of the kind currently in use had particulate contamination adhering to the surface. It was also found that all efforts to remove such contamination by washing were unsuccessful. Closures supplied by a manufacturer in the US were found to be completely free of visible particulate contamination.

However, on autoclaving the US closures produced more particles at the μm level than British closures. Filtration of the autoclaving solution also revealed a significant amount of visible contamination. "Obviously a large amount of particulate contamination has been released from these previously clean closures through the severe physical process of autoclaving and it would appear that the BP recommendations that closures should be sterilised by autoclaving take no consideration of the large amount of particulate contamination resulting from this procedure."

Washing techniques

An investigation of the washing techniques showed there was no way of removing the particulate contamination from the surface of closures, once contaminated. The only way to eliminate particulate contamination deriving from closures was found to be to use closures that were received completely uncontaminated from the manufacturer. Lacquered closures and combination seal closures were found not to be superior to conventional closures. Mr Parsons commented: "Sterilisation of closures by autoclaving must be avoided. Trial sterilisation by ethylene oxide with conventional time cycles revealed residual ethylene oxide levels below all acceptable levels and it would seem that sterilisation by ethylene oxide followed by storage in bactericide should replace the currently recommended sterilisation by autoclaving."

On possible contamination from the atmosphere and personnel, Mr Parsons said that it was difficult to see how manufacturers could assure themselves that airborne contamination during filling was being successfully controlled without the use of atmospheric particle counting—preferably as a routine procedure. The

use of such atmospheric particle counting had detected defects in "clean" and "sterile" areas—the opening of cardboard boxes generated significant amounts of atmospheric contamination and it is thus highly desirable to separate such operations from production processes. Talcum powder on rubber gloves was seen to contribute to atmospheric contamination and may be eliminated by the act of rinsing the gloves prior to entry into the sterile area.

The possibility that the bulk storage vessels used in the sterile area might contribute to contamination was catered for by the use of a polishing filter (0.45 μm) at the point of filling. The final filter effectively reduced the 5 μm count "significantly below any standards now in use for large volume parenterals."

The author concluded that the washing procedure previously used was failing to remove visible contamination and was increasing contamination at the 5 μm level. Although containers taken straight from the manufacturer's carton showed very low levels of 5 μm contamination a visual inspection showed the presence of visible contamination. Only those containers "ultra-cleaned" showed low levels of contamination at 5 μm and low levels of visible contamination. It was decided to replace the existing vial washing equipment with a commercial machine offering high pressure, hot water washing with detergent.

Industrial pharmacists and new legislation problems

New legislation and the likely effect on pharmaceutical manufacturers formed the subject of the first "workshop" of the Industrial Pharmacists Group of the Pharmaceutical Society held on June 11.

Before dividing into groups to discuss separate aspects of the subject, Mr C. C. B. Stevens, immediate past-president, PSGB, set the scene. He gave three reasons for the new legislation—the indirect action new drugs had—"far different in their effect from the galenicals of former days"; the consumer protection societies; and, now that Britain was fully committed to the EEC, there could be expected a spate of directives and European legislation coming from Brussels which in the long run may be advantageous but in the short term, would cause some problems.

One of the groups, discussing the safety aspects of packaging, drew up a resolution which, in effect, said that the Department of Health should allow more time than is envisaged for the proper development and specification of reclosable and non-reclosable containers which are both child-resistant and have desirable properties from a pharmaceutical protection point of view.

Mr D. K. Watkins, who chaired another group which examined medical representation and sales promotion, said afterwards that their overall impression was one of anxiety. The feeling was there was a steady erosion of relationship between the Government, industry and pharmacy.

Because of the increased complexity of the regulations it was felt there was little hope of them working well.

Westminster report

Industry to advertise side effect warnings?

Dr David Owen, Minister of State, Department of Health, announced in a written Commons answer on Monday that he was anxious to improve the warning procedures about dangerous side effects of medicines. "The Committee on Safety of Medicines is currently considering the method adopted. In the current discussions which my Department is having with the pharmaceutical industry on the subject of advertisements, the question of adequate publicity for warnings will be included," he added.

Herbal products review

A final decision on the procedure for the review of licences for herbal or homeopathic remedies will not be made until Ministers have learnt the views of the Committee on Review of Medicines, Dr Owen stated in a written Commons answer on Monday. However he added that homeopathic and herbal products recommended for specific indications are to be considered with the appropriate category of products—probably as a separate subclass within the category—and homeopathic dilution not promoted for any specific indications will be considered as a separate category at a later stage. In considering any particular product, the circumstances in which it is likely to be used will be borne in mind and the opinions of experts on herbal or homeopathic medicine will be taken into account "where appropriate."

Answering a further question Dr Owen stated that some 4,000 out of 36,000 products given licences of right are products in homeopathic dilutions. It was not possible to determine exactly from his Department's records how many products were herbal remedies within the Medicines Act meaning, but at least 7,500 contained predominately herbal ingredients.

Confidentiality assurance

Dr David Owen, in a written Commons answer, has given an unqualified undertaking that information now being obtained prior to the Medicines Commission's review of medicinal products will only be used for authorised purposes.

Coming events

Monday, June 23

North Metropolitan Branch, Pharmaceutical Society, School of Pharmacy, Brunswick Square, London WC1, at 8.15 pm. Annual meeting.

Thursday, June 26

Huddersfield Branch, Pharmaceutical Society, Lindley Bowling Club, Daisy Lea Lane, Lindley, at 7 pm. Bowling evening.



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For additional information, or to apply for assistance, write to:

The Secretary, Dept CD
The Triangle Trust 1949 Fund
Clarges House, 6-12, Clarges Street
London W1Y 8DH

Company News

Sangers profits down but directors confident

As anticipated at the time of announcing their interim results (*C&D*, January 4, p15), Sangers Ltd's group profits for the year ended February 28, were substantially down in the previous year.

The directors point out that expenditure, particularly on wages and petrol, were substantially greater than the additional profit generated from increased turnover. Sales went up from £47.6m to £55.42m but pre-tax profit fell to £916,000 from £1.47m and after tax to £412,000 (from £802,000). The profits were held back by the operation of price and margin controls on their suppliers.

During the year the company has been reorganised along divisional lines, "certain less-profitable operations eliminated, and improved management accounting introduced." They add that the non-repetitive nature of many items in the balance sheet, plus new flexibility from the revised management studies, will assure the group "at least a healthy recovery from the unsatisfactory outcome of the year reviewed. With that in mind an unchanged dividend of 19.2 per cent is being recommended."

CIBA-Geigy increase sales 30 per cent

CIBA-Geigy (UK) Ltd's consolidated sales for 1974 were £126.78m, an increase of 30 per cent over the 1973 figure. Exports were up by over £17m at £45.2m and represented 36 per cent of the company's business. In his annual statement the chairman, Mr Allan A. S. Rae, said that only part of the turnover increase represented growth in terms of volume. "We were faced with higher raw material prices and considerable inflation of most other costs, which in the circumstances we were unable to recover in our selling prices, except to a very limited extent."

The two pharmaceutical divisions, Geigy Pharmaceuticals and CIBA Laboratories, made "very satisfactory progress."

Despite the generally uncertain prospect, it was clear enough, the chairman said, that there would be no immediate answer to the problems of recession, inflation or the balance of payments, and "for our UK group 1975 is certainly going to be a difficult year."

Astra maintains progress

Astra group sales increased 13 per cent during 1974 to \$270.8m compared with 1973. Earnings rose 20 per cent to \$19.1m. Investments in property, plant and equipment totalled \$26m (\$23.1m in 1973) and research and development costs totalled \$26.3m (\$21.6m). Sales in 1975 are estimated to increase 20 per cent with earnings rising at the same rate.



Unichem name new deputy chairman

Mr Norman Sampson, MPS, 41, of Melton Mowbray, Leics, has been appointed deputy chairman of Unichem in succession to Mr Michael Frith, now chairman. Son of a well-known Leicester pharmacist, Mr Clifford Sampson, Norman qualified from Leicester School of Pharmacy in 1955. After two years working in Cambridge he took over the business of J. E. Brownlow at Cheapside, Melton Mowbray.

Today, together with his wife June, also a pharmacist who qualified from Leicester, he runs other pharmacies at Oakham and Oadby. He has been associated with Unichem for some 15 years, joining its board in 1970. His involvement in local pharmaceutical affairs includes membership of the Leicestershire Chemist Contractors Committee.

□ Unichem's newly extended Leeds branch went on show to its customers for the first time last week. More than 100 retail pharmacists, wives and assistants attended an open evening at the depot.

Rohm & Haas — a 'triple phenomena'

Commenting in the company's annual report, just published, Rohm & Haas president, Vincent L. Gregory, points to 1974's triple phenomena of raw material shortages, extraordinary demand and exorbitant stock prices.

"The business picture changed dramatically during the last few months of 1974, and we now know that world-wide industrial activity reached its highest point in late 1973 and declined steadily last year—with the pace of decline accelerating in recent months", he said.

The annual report stated that the company's health products division increased its sales in 1974 by 23 per cent to a record level. The strategy in pharmaceuticals includes "developing delivery agents which give greater longer-lasting therapeutic effects to drugs already in use, licensing established products from abroad and building product breadth by acquisitions" according to the division manager, James C. Winters.

Briefly

Yorkshire Chemicals Ltd are increasing their authorised capital to £5m (from £2.8m).

Mr W. Jones Owen, MPS, Rhosneigr, Anglesey, North Wales, retires on June 21. The business has been acquired by Mr J. Lawless, MPS, as from June 23.

Booker McConnell Ltd are to acquire the assets of the six cash-and-carry wholesale depots of the Scoteros subsidiary, Rando, for £512,000 in cash, plus stock.

Metal Box Ltd has acquired Valer Flax, France, a manufacturer of decorated plastic tubes for cosmetics, toiletries, pharmaceutical products, etc.

Hickson & Welch Holdings Ltd made a pre-tax profit of £2.1m in the six months ended March 31 against £1.75m in the equivalent 1974 period. Turnover was £2.8m higher at £20.99m.

Laporte Industries (Holdings) Ltd: Mr John L. Harvey (chairman) told the company's annual meeting last week that the first quarter of 1975 had shown a reduced profit in comparison with last year and half-yearly results would not match those of the corresponding period last year. Improved conditions in world trade were unlikely to occur before 1976. Mr Harvey retires as chairman at the end of the year when Mr R. M. Ringwald will take over. Mr G. F. Sommerville will become managing director, chief executive and vice-chairman.

Appointments

Eylure Group: Mr Arthur G. Walton has been appointed to the board.

Rockware Group Ltd: Mr Anthony B. Hargreaves has been appointed to the board as finance director with effect from June 1.

Ortho Pharmaceutical Ltd have appointed Mr Morton T. Yeomans director of operations; he also has been elected to the board. Dr Wendy L. Jefferson has been appointed director of medical affairs.

British Disinfectant Manufacturers' Association: newly elected members of the executive committee are Miss B. Croshaw (Boots Co), Mr R. S. Harris (Reckitt & Colman) and Mr B. R. Young (Coalite & Chemical Products).

Merck & Co Inc: Mr Huskel Ekaireb has been elected senior vice-president of the company. Mr Ekaireb has served as president of Merck Sharp & Dohme International, since 1970 and continues to hold that position.

Lilly Industries Ltd have appointed Mr W. A. A. Dutton, manager of public relations and communications within the corporate affairs division. Mr Dutton was previously promotion planning manager for Dista Products Ltd, a member of the Lilly Industries group of companies.

Kodak Ltd have appointed Mr R. A. Leeks manager of their marketing division as from July 1 when Mr A. Roe retires (see page 817). From the same date Mr D. H. Shattock succeeds Mr R. A. Leeks as assistant manager in the division; Mr H. R. Huson will succeed Mr Shattock as manager, Kodak consumer markets; and Mr L. J. Capp will succeed Mr H. R. Huson as dealer sales operations manager.

Market News

Hand-to-mouth trading

London, June 18: Most of the trading in crude drugs at the present time is being done in small parcels. Buyers are interested only in covering their immediate requirements. The essential oil section was particularly quiet during the week.

Price changes were mostly in a downward direction. In crude drugs they included some of the balsams, Nigerian ginger, hydrastis, squill, cherry bark and benzoin. West Indian nutmeg prices were slashed. Offers of new-crop American lobelia were received.

Lower among essential oils were peppermint, cassia, camphor white and clove leaf. The only change noted in pharmaceutical chemicals was in sulphaquinoxaline.

Pharmaceutical chemicals

Acetic acid: 4-ton lots, ex-works, per metric ton, BPC glacial £184; 99.5 per cent £173; 80 per cent grades pure, £165; technical £151.50.
Acetomenaphthone: 100-kg lots, £0.64½ kg.
Aluminium chloride: Pure 50-kg lots, £0.6766 kg.
Ammonium acetate: BPC 1949 crystals £0.4245 kg in 50-kg lots; strong solution BP 1953 £0.158 kg in 200-kg lots.
Amylobarbitone: £5.67 kg in 50-kg lots; sodium £6.60.
Ascorbic acid: £7.20 kg; 5-kg £6.20 kg; sodium ascorbate, plus 9p, silicone-coated, plus 13p kg.
Aspirin: 10-ton lots £0.83 kg; 1-ton £0.89.
Bacitracin zinc: £3.00 per mu.
Butabarbitalone: £7.30 kg in 50-kg lots; sodium £8.07.
Butobarbitone: 25-kg lots £7.06 kg.
Calciferol: £450-£550 kg.
Calcium pantothenate: £5.50 kg.
Carotene: Suspension 20 per cent £28.50 kg.
Colchicine: £0.90-£1.00 per g.
Cortisone: Acetate £295-£380 kg.
Cyanocobalamin: £3.00 per g.
Cyclobarbitone: £4.91 kg in 50-kg lots; calcium £7.02.
Deltacortisone: £450-£480 per kg.
Dexpanthenol: 10-kg lots £10.00 kg.
Formic acid: per metric ton in 4-ton lots, 98 per cent £207.75; 85 per cent £172.
Gallic acid: BPC in 1,000-kg lots £2.95 kg.
Homatropine: Hydrobromide £56.00 kg; methyl bromide £58.00 kg.
Hydroxocobalamin: £5.00 per g.
Hypophosphites: £ per kg

	12½-kg	50-kg
Calcium	1.86	1.73
Iron	3.77	3.63
Magnesium	3.80	3.16
Manganese	3.92	3.78
Potassium	2.64	2.50
Sodium	2.32	2.19

Iodides: £ per kg:

	under 50-kg	50-kg	250-kg
Potassium*	3.06	2.93	2.91
Sodium	4.00	3.88	—

*For crystals and granules. Powder plus £0.11 kg.

Salicylic acid: BP in 5-ton lots £0.76 kg; 1-ton £0.79.
Sodium gluconate: £150 per metric ton.
Sodium pantothenate: kg £7.50; 5-kg £6.50.
Sodium polassium tartrate: Granular £1,160 metric ton; powder £1,170.
Streptomycin: £20 kg base, dihyosstreptomycin £21 kg base.
Succinylsulphathiazole: £50-kg £4.34 kg.
Suphacelamide sodium: BP £6.51 kg for 50 kg.
Suphamethizole: BP 250-kg lots £5.33 kg.
Sulphaquinoxaline: BVetC in 50-kg drums, £7.35 kg; sodium salt £7.98.
Tannic acid: BP in 500-kg lots, fluffy £2.80 kg, powder £2.77.
Testosterone: £200-£300 kg; propionate £230-£330.
Thiamine hydrochloride: £9.20 kg; 5-kg £8.20 kg; mononitrate £9.70 and £8.70 respectively.
L-Thyroxine: £1.25 per kg.
L-Tri-iodothyronine sodium: £2.50 per g.
Vitamin A: Dried acetate 325,000 iu per g, £6.70 kg; per 500,000 iu £7.75 in 5-kg lots.
Vitamin D: Powder for tableting 850,000 iu per g £25 kg; £24 kg for 5-kg lots.
Vitamin E: (per kg in 5-kg lots), pure oil £11.00

Crude drugs

Aloes: Cape £1.20 kg spot; £1.15, cif. Curacao £1.30 spot.
Balsams: (kg) **Canada:** £18.00 spot; £17.00 cif. **Copaiba:** BPC £1.75 spot; £1.60, cif. **Peru:** £6.40 spot; £4.80 cif. **Tolu:** £3.40 spot.
Belladonna: (metric ton) herb £460 spot. Leaves £800, cif. Root £750 spot nominal.
Benzoin: BP £62-£65.00 cwt; £57-£62.00, cif.
Buchu: Rounds £2.75 kg spot; £2.35, cif.
Camphor: Natural powder, £5.50 kg spot; £4.00, cif; synthetic £0.70, cif.
Cardamoms: (per lb cif) Alleppy greens No 1 £2; prime seeds £2.
Cascara: £1.05 kg spot; £1.00, cif.
Cherry bark: Spot £500 metric ton; £495, cif.
Chillies: Zanzibar £635 ton nominal; Uganda £560.
Cinnamon: (cif) Seychelles bark £330 ton, cif; Ceylon quills 4 O's £0.47 lb.
Cloves: (per ton, cif) Madagar £2,450; Zanzibar £3,300.
Cochineal: Peruvian silver-grey £13.00 kg spot; Tenerife black £20.00-£21.50.
Colocynth pulp: Nominal.
Dandelion: Nominal.
Ergot: Portuguese-Spanish £1.50 kg spot; £1.40, cif. East European £1.60 spot.
Gentian: Root £1.85 kg spot; £1.65 kg, cif.
Ginger: (ton, cif) Cochinchina £4.75; Jamaican No. 3, £720; Sierra Leone not quoted; Nigerian split £490 nominal; peeled £630 (spot); £610.
Hydrastis: £8.20 kg spot; £780, cif.
Lobelia: European herb £920 metric ton spot; £880, cif. American £1,000 spot, £870, cif.
Mace: Grenada No. 1 £2,350 ton, fob.
Menthol: Brazilian £9.50 kg spot £9.25, cif. Chinese £11.25 nominal; shipment £10.50, cif.
Nutmeg: (ton), East Indian 80's £1,450; bwp £940 spot; £930, cif; West Indian 80's £1,380, unassorted £1,275, cif; defectives £940.
Pepper: (ton) Sarawak black £700 spot; £635, cif; white £940; £845, cif.
Seeds: (metric ton, cif) **Anise:** China star £360 nominal. **Caraway:** Dutch £365. **Celery:** Indian £350. **Coriander:** Moroccan £120. **Cumin:** Indian £650. **Dill:** Indian £180. **Fennel:** Indian £570. **Fenugreek:** £130. **Mustard:** £320-£340 spot.
Squill: Italian £1.30 spot; £1.10, cif, new crop.
Turmeric: Madras finger £235 ton, cif.

Essential oils

Cassia: Chinese £12.00 kg spot; £12.20, cif, nominal.
Camphor white: £0.90 kg spot; £0.78, cif.
Cedarwood: Chinese £0.95 kg spot; £0.95, cif.
Celery: English £35.00 kg.
Cinnamon: Ceylon leaf £2.35 kg spot; £1.90, cif.
Citronella: Ceylon £1.35 kg spot; £1.20, cif.
Clove: Madagascar leaf £1.70 kg spot; £1.50, cif. English distilled bud £24.00.
Peppermint: (kg) Arvensis Brazilian £3.50 spot; £3.50, cif. Chinese £4.45, cif. American piperata £16-£18.00 as to origin.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press but it should be noted that in the present state of the market quotations change frequently.

Prescription specialities

SIMPLENE eye drops

Manufacturer Smith & Nephew Pharmaceuticals Ltd, Bessemer Road, Welwyn Garden City, Herts

Description Clear, viscous colourless to almost colourless liquid containing equivalent of adrenaline 1 per cent in a buffered isotonic solution

Indications Primary open angle or secondary glaucoma. May be used in conjunction with miotics or carbonic anhydrase inhibitor therapy

Contraindications Patients with a narrow angle (pupillary dilation may precipitate angle-closure glaucoma). Should not be used when diagnosis of open angle glaucoma has not been verified.

Dosage Adult: one drop instilled once or twice a day. Children: at the physician's discretion

Precautions When used with miotics, Simplex should follow the miotic after 5-10 min interval

Side effects Occasional orbital discomfort or red eye. Rarely, headache, irritation and local skin reactions. As with other adrenaline preparations, melanosis may occur. Systemic effects rare, but include tachycardia, extrasystoles, and elevation of blood pressure

Shelf life Two years when stored in foil pouch. Once removed and opened, shelf life 30 days. Should not be used if solution has become dark amber

Packs Plastic dropper bottle in aluminium foil pouch flushed with nitrogen (7.5 ml, £1.25 trade)

Supply restrictions P1

Issued June 1975

Parfenac addition

Lederle Laboratories, division of Cyanamid of Great Britain Ltd, Fareham Road, Gosport, Hants, have introduced a 60-g size of Parfenac cream (£1.64 trade).

Imodium 'starter pack'

A "starter pack" of two Imodium capsules has been produced by Janssen Pharmaceuticals Ltd, Janssen House, Chapel Street, Marlow, Bucks, to enable doctors to initiate anti-diarrhoeal treatment immediately at the time of a home visit. The packs are available to doctors in wallets containing six pairs of capsules.

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Replies to **Greenkem Ltd., P.O. Box 66, Harrow, Middlesex HA2 6DJ**—giving full details of area covered—products carried, etc.

Agent required for the sale of very competitive exclusive photographic products to chemists and photo dealers in Scotland, and possibly N.E. England. Some existing accounts will be passed on. Write **Highgate-Dufay Ltd., 38 Jamestown Road, London NW1** (Subsidiary of Highgate Optical).

Agents required to contact Chemists in South and East Lancashire to introduce a new Children's Product which is being advertised nationally. Replies to **Fennings Pharmaceuticals, 66 Hurst Road, Horsham, W. Sussex.**

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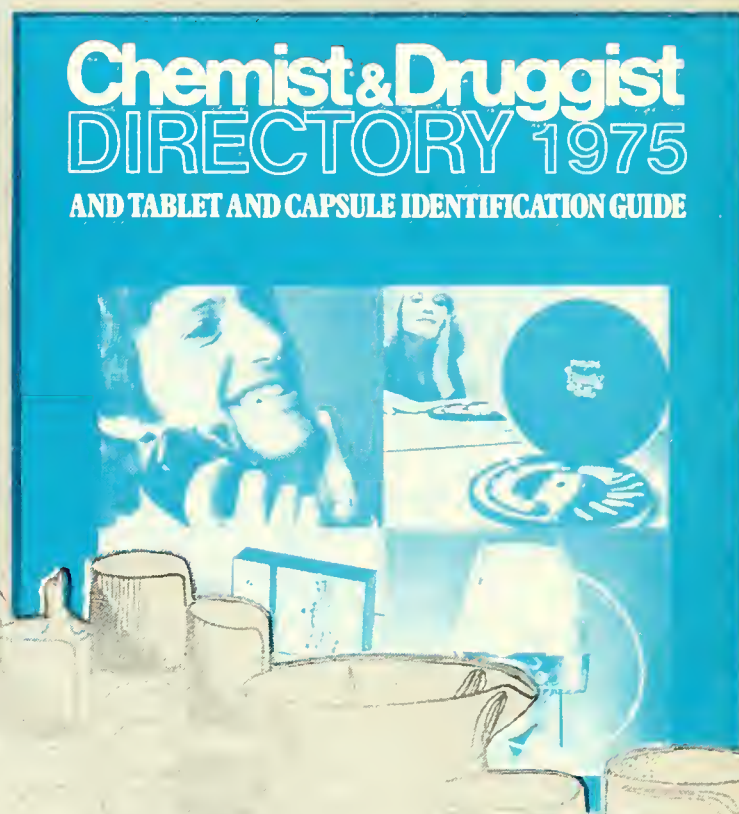
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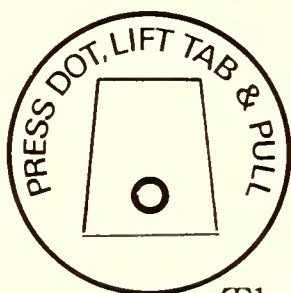
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Poplok meets the requirement of BS 1679 for dispensing containers and exceeds F & DA Protocol for child resistance.

So future legal requirements shouldn't give you any problems either.

Write for details of Poplok. These low cost containers are available ex-stock *now*.



Metal Box

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